

ANDREW FUMENTO
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HIGHLIGHTS

- Served as Sr. Copywriter and managed and edited freelance writers at WHE 5+ years.
- Acted as Director, Editorial / DVD & New Media at Warner Home Entertainment (WHE) 10+ years – overseeing five direct subordinates, and three vending teams of 12 subordinates.
- Conceived and wrote more than 40 (pre-produced) pro bono PSA campaigns.
- Wrote and Directed radio social good ad campaigns.
- Blogged with creative storytelling samples posted: medium.com/@andrewfumento
- Volunteered as The Scriptwriters Network's PR Director two years.
- Helped over 400 job seekers gratis with job strategies, resumes, cover letters and mock interviews.
- Manage the Facebook page PSAaDay.
- Serve as a Board Member for the Desire to Inspire Foundation.
- Love learning, more than open to direction and called the consummate team member.

COPYWRITING EXPERIENCE

Freelance, Los Angeles, CA **1/2012–Present**

Principal – Clients include: DecafCopy, Lenovo, Sony Pictures Television, Universal Television

- Execute marketing strategies from briefs, creating memorable ad campaigns from concept to completion.
- Script, cast, produce, and direct humorous broadcast spots.
- Write website copy, taglines, and ads to increase client exposure and profits.
- Consult on content and social media strategy, including writing and producing targeted content for social media.
- Provide cost-effective branding and copywriting expertise.

Warner Home Entertainment, Creative Advertising, Burbank, CA **7/2000–12/2011**

Senior Copywriter / Director, Editorial DVD & New Media

- Increased DVD sales and revenue by enhancing consumer experience on over 10,000 Warner titles, through writing, editing and proofreading DVD menus, package copy, tag lines, BD-Live and web copy.
- Produced special features for NatGeo and family titles.
- Designed templates and user interfaces, navigational functionality and structure.
- Managed and created collateral material, acted as liaison with talent and their reps, legal, vendors and writers.

Richard Newman & Associates, Champaign, IL **pre-Y2K**

Copywriter, VO Director

- Scripted, casted, produced, and directed radio spots.
- Created ad campaigns from concept to completion, addressing client needs and winning six-figure accounts.
- Wrote copy for TV commercials, print ads, press releases, OOH (billboards), and brochures, increasing client ROI.

Penta Corporation, Champaign, IL **pre-Y2K**

Copywriter

- Outlined marketing strategies and created ad campaigns from concept to completion that addressed clients' needs.
- Wrote radio spot, print, outdoor and brochure copy.

EDUCATION

University of Illinois, Urbana, IL BA, Sociology. Minored in psychology and film studies.