

ANDREW FUMENTO
andrewfumento@gmail.com | 818.298.7707
[linkedin.com/in/andrewfumento](https://www.linkedin.com/in/andrewfumento)
andrewfumento.com

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 vendor teams of 12 subordinates.
- Started as an Assistant at Warner Home Entertainment and within six months was promoted to Manager bypassing a Coordinator position and a Manager's.
- Wrote and Produced Warner Home Entertainment websites.
- Wrote and Directed radio social good ad campaigns.
- Blogged with creative storytelling samples posted: medium.com@andrewfumento
- Board Member for the Desire to Inspire Foundation.
- Social Media Manager for PSA a Day.
- Author of more than 50+ pro bono public service announcement campaigns (and counting!)

COPYWRITING EXPERIENCE

Freelance Copywriter , 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.