

ANDREW FUMENTO

Located in the “Berkshires of Los Angeles.”

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COPYWRITER

Specializing in writing humorous, memorable (in a good way) copy.

COPYWRITER HIGHLIGHTS

- Originated, Wrote, Pitched, and won \$600,000 advertising account.
- Increased DVD/Blu-ray sales and revenue over \$400,000/yr.
- Wrote and Directed radio spots – saving ad agency from needing to hire Director.
- Writer of almost 100 pro bono PSA campaigns – improving, and possibly, saving lives.

PERFORMANCE HIGHLIGHTS

- Saved Warner Home Entertainment (WHE) over \$1M/yr. with inventions, and innovations.
- Eagerly performed VP duties as Director – saving WHE from needing to higher another VP.
- Promoted in 6 months from Assistant to Copywriter/Manager – bypassing 2 positions.
- Founder, PSAaDay. Social Media Manager PSAaDay, and Natural Disasters (2018-Present).

COPYWRITING EXPERIENCE

Freelance Copywriter, Los Angeles, CA

2011–Present

- Execute marketing strategies from briefs, creating memorable ad campaigns from concept to completion as a one-stop shop, saving client time and money.
- Copywrite, Cast, Produce, and Direct social good broadcast spots – improving lives.
- Clients have included: DecafCopy, Lenovo, Sony, Universal, and Warner.

Senior Copywriter / Director, Editorial DVD & New Media

2000–2011

Warner Home Entertainment, Creative Advertising & Marketing, Burbank, CA

- Saved Warner Home Entertainment (WHE) over \$1M/yr. with inventions, and innovations.
- Increased sales revenue over \$400,000/yr. by enhancing consumer experience on over 10,000 Warner titles, through Writing, Editing DVD menu copy, and web copy.
- Produced special features for Nat Geo (National Geographic), and family titles.

Copywriter / Manager, Editorial DVD & New Media

1997–2000

Warner Home Entertainment, Creative Advertising & Marketing, Burbank, CA

- Innovated and designed templates and user interfaces, and navigational functionality.
- Managed and created collateral material, acted as liaison with talent and their reps, legal, vendors, and writers.

EDUCATION

University of Illinois, Urbana, IL BA, Sociology. Minored in Psychology.