

# Joshua Martino

josh@joshuamartino.com

COPYWRITER AND AUTHOR

## FREELANCE COPYWRITING

### COPYWRITER | SYFY/NBCUNIVERSAL

(2012 – present)

- Create original concepts and copy for on-air promotions
- Write and edit off-air promotions, including sales emails and premiums
- Collaborate with digital sales teams to maintain network's brand voice
- Develop taglines and copy branding strategy for programming key art

### COPYWRITER | PIVOT TV/PARTICIPANT MEDIA

(2015 – present)

- Create voiceover scripts and visual concepts for on-air promotions
- Write scripts for promotional shoots with key network talent
- Develop concepts and copy for off-air promotion, including billboards

## COPYWRITING REFERENCES

BEN COCHRAN, VP Creative, Syfy: (212) 664-4548 | [ben.cochran@nbcuni.com](mailto:ben.cochran@nbcuni.com)  
KELLY WOLLSCHLAGER, VP/Creative Director, Pivot: (310) 623-4935 | [kwollschlager@participantmedia.com](mailto:kwollschlager@participantmedia.com)

## SELECTED EDITORIAL EXPERIENCE

### EDITOR/PROOFREADER | AFFINITY SOLUTIONS

(2014 - present)

- Team lead for QA proofreaders; manage workflow and assign staff
- Proofread promotional emails for grammar, style and brand

### EDITOR/PROOFREADER | UBS FINANCIAL SERVICES

(2012 – 2014)

- Edited marketing brochures, emails, invitations, letters, circulars
- Wrote public-facing bios of financial advisors and corporate management

### ASSOCIATE ACQUISITIONS EDITOR | KAPLAN PUBLISHING

(2006 - 2008)

- Conceived book concepts and solicited high-profile authors
- Edited manuscripts and served as de facto writer for troubled projects
- Wrote all promotional copy, including book jackets and sales material

### EDITORIAL ASSISTANT | SIMON & SCHUSTER

(2002 – 2006)

- Managed logistical communication between editors and authors
- Edited and proofread manuscripts to prepare for publication
- Wrote and edited marketing, promotional, and book jacket copy
- Maintained contact with notable authors: e.g. Stephen King

## EDUCATION

### BACHELOR OF ARTS | TUFTS UNIVERSITY

(1998 – 2002)

Graduated magna cum laude with BA in English and Communications

### DOCTORAL STUDENT | CUNY GRADUATE CENTER

(2008 – 2010)

Also served as lecturer in history and [web writer](#) for the City University of New York.