

# Joshua Martino

josh@joshuamartino.com

COPYWRITER AND AUTHOR \*

## FREELANCE COPYWRITING

### COPYWRITER | SYFY/NBCUNIVERSAL

(2012 - 2017)

- Created original concepts and copy for on-air promotions
- Wrote and edited off-air promotions, including sales emails and premiums
- Collaborated with digital sales teams to maintain network's brand voice
- Developed taglines and copy branding strategy for programming key art

### COPYWRITER | PIVOT TV/PARTICIPANT MEDIA

(2015 - 2016)

- Created voiceover scripts and visual concepts for on-air promotions
- Wrote scripts for promotional shoots with key network talent
- Developed concepts and copy for off-air promotion, including billboards

## COPYWRITING REFERENCES

BEN COCHRAN (worked with Josh at Syfy): (914) 912-9112 | [hellobencochran@gmail.com](mailto:hellobencochran@gmail.com)  
KELLY WOLLSCHLAGER (worked with Josh at Pivot): (917) 846-6500 | [kbwollschlager@gmail.com](mailto:kbwollschlager@gmail.com)

## SELECTED EDITORIAL EXPERIENCE

### 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

(1998 - 2002)

### BACHELOR OF ARTS | TUFTS UNIVERSITY

Graduated magna cum laude with BA in English and Communications

(2008 - 2010)

### DOCTORAL STUDENT | CUNY GRADUATE CENTER

Also served as lecturer in history and web writer for the City University of New York.