

VINNY JALOTA

Copywriter | [Portfolio](#) | 07586081262 | gvjalota@gmail.com |

HIGHLIGHTS

- 3.5 years of copywriting experience
- Collaborating and idea-generating meaningfully within teams
- Meticulous research skills
- Reliable and consistent work ethic
- Strong oral and written communication
- Excellent presentation skills
- Proactive and decisive problem solver
- Fast learner

EXPERIENCE

Razorfish

Junior – Senior Copywriter

Feb 2021 – Present

- Writing and editing clear, concise and compelling copy across CRM and site for various automotive brands: Alfa Romeo, Fiat, Jeep, Ram, Dodge and more
- Seamlessly adapting to multiple brand voices within a single project to maintain consistent messaging
- Developing fresh and creative concepts based on open briefs
- Researching relevant information for effective copy
- Collaborating regularly with designers, account teams and strategists to meet client asks
- Managing time effectively and efficiently to meet deadlines
- Presenting work internally to key stakeholders, account management and strategists as well as presenting externally to clients

Humber College

Content Writer Intern

Ma 2020 – Aug 2020

- Created, prepared and edited written and visual content using Humber College's brand voice
- Identified ways to improve content based on student response and feedback

EDUCATION

Humber College

Advertising & Marketing Communications

Sept 2018 – Apr 2020

- Writing effective copy for different media platforms
- Interpreting brand strategy and creative briefs
- Creating and editing visuals with Adobe Cloud
- Project management from start to finish
- Collaborating effectively with others while meeting tight deadlines
- Creating fully integrated marketing communications plans
- Participating and spearheading extracurricular networking events