



YONATAN SALLMANDER

COPYWRITER & CREATIVE

ABOUT

Copywriter and Creative with 10+ years experience across all forms of content creation for clients such as Johnson & Johnson, Coca Cola, BMW, Disney, Sony Pictures, Quicken Loans, and more. Proven ability to eloquently and concisely express clients' vision and bring projects to fruition from ideation to launch.

PROFESSIONAL SKILLS

Copywriting
Copy Editing
Scripting
Marketing
Corporate blogging
Project management
Voice User Interfacing
Team Leadership
Market research

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

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SOCIAL

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WORK EXPERIENCE

COPYWRITER

Universal McCann Worldwide | New York, NY | Feb 2017 - Present

- Write copy and create content for Universal McCann Worldwide across UM Studios (creative production arm), Addressable Content, UM New Business Acquisition, UM Corporate Communications, and UM Awards.
- Ideate, create and write digital, social, OTT, TVC and audio content for an array of UM brands across various media channels and platforms.
- Write written submissions and case study videos for industry-leading US & Global campaigns, helping to secure festival wins at Cannes (including Grand Prix), Clio Health, Festival of Media Global, Festival of Media North America, Effie, and more.

HEAD OF CONVERSATION DESIGN

imperson | Los Angeles/Tel Aviv | July 2014 - Dec 2016

- Led the creative team of Conversation Designers across two offices in LA and TLV, managing Webby nominated conversational content campaigns for clients such as Disney, The Muppets Studio & Universal Pictures.
- Scripted conversational experiences and designed user flows for text and voice bots that averaged 9 minutes of engagement per user and 72 million messages exchanged.

SENIOR MARKETING MANAGER

Oh! Media | March 2013 - July 2014

- Wrote and disseminated content for Oh! Media clients including press releases, white papers, product reviews, website content, email campaigns, newsletters, landing pages, blogs and social media.
- Managed company websites, CRMs, and client databases; coordinated operations between sales, graphic design and HTML teams to develop campaign messaging and aesthetics.

EDUCATION

MASTER OF FINE ARTS, DRAMATIC WRITING

New York University | 2010 - 2012

Kennedy Center Emerging Playwrights Finalist, Festival of New Works Selection

BACHELOR OF ARTS, INTERNATIONAL RELATIONS

Boston University | 2004 - 2008

Summa Cum Laude, Honors Society, Dean's List