

Brandon Tenney

brandonleetenney.com

Creative Strategist + Writer

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Liquid Advertising

MAY 2023 - AUG 2023

Associate Creative Director / ACD, Consulting

- Creative Strategy, Influencer Strategy, Creative Ideation, Social Media Consulting, Copywriting

GT's Living Foods

FEB 2022 – MARCH 2023

Senior Copywriter

- Crafted first national campaign, "Begin Within" + omnichannel copywriting support & brand education
- Drove category share growth and search visibility by 65% via website SEO enhancement + blog and email newsletter implementation (Google Analytics & SEMrush); wrote scripts and content for social
- Managed and collaborated with the team responsible for the creation of advertising/marketing copy for organic and paid 360 campaigns via scripts, print, digital, OOH, POS, D2C, B2B, strategic emails

BatesMeron Sweet Design

OCT 2021 – FEB 2022

Lead Copywriter

- Managed the copywriting team for a Chicago-based boutique branding and marketing agency ranked in the Top 20 Marketing Agencies in the Nation
- Efficiently collaborated with multiple departments; interfaced and pitched directly to clients
- Copywriting, email marketing, email newsletters, branding, creative brand strategy, and positioning for a wide range of business verticals, professional associations, nonprofits, and established brands

WUNDER

JULY 2021 – JAN 2022

Creative Copywriter

- Redesigned website content and copy to launch cannabis beverage startup
- Crafted concise, attractive copy for ads and informational, educational material for web and email
- Wrote captivating descriptions for product packaging under government guidelines

Freelance / Consulting

JAN 2016 - OCT 2021

Copywriter

- Wrote digital, social, print, video, & physical copy/collateral under brand guidelines for: *Ubisoft, Activision, Yokohama, Mercury Insurance, Turtle Beach, & Samurai Shodown*
- Copywriting consulting for video game trailers and digital narratives for: *Assassin's Creed x AFK Arena Launch, Hearthstone Battlegrounds Announce Trailer, and Mercury Insurance Smarter Way*

Creative Pursuits

Screenwriter with WGAw

DEC 2014 - OCT 2021

- Screenwriter of over a dozen original feature scripts, television pilots, adaptations of books and comics, rewrites, polishes, collaborations, and pitches

Narrative Designer for Zoxide Games

JAN 2015 - FEB 2016

- Co-writer of the narrative, VR-focused, first person deep sea adventure game *Neptune Flux*: among the first 50 PSVR games to first launch on the PlayStation Store

Education

B.A. | Interdisciplinary Studies

University of Central Florida | 2005 - 2008

Major: Film, Creative Writing, English Lit | Minor: Psychology