



Andrew Scarcella



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Work Experience

2015

Degreed



Head Writer/Producer

Wrote and produced a branded video series to support a major product launch
Strategized brand direction, tagline, tone, voice, and other branding collateral
Jan 2015 - Oct 2015

2014

Experticity



Copywriter

Wrote and refined integrated email marketing campaigns, including landing pages, banners, direct mail, and social media posts
Developed detailed consumer profiles through primary and secondary research
Aug 2014 - Present

2013

Ancestry



Copywriter

Developed and curated a consistent, human brand voice for new and existing members
Wrote and refined integrated email marketing campaigns, including landing pages, banners, direct mail, and social media posts
Strategized and implemented email marketing best practices across multiple campaigns
Sept 2013 - Aug 2014

2008

Crowell
Advertising



Senior Copywriter

Conceptualized, wrote, and edited rebranding and multimedia campaigns for a variety of clients
Crafted multipage websites, static, flash, and rich media web banners, landing pages, and email campaigns
Produced TV and radio campaigns, including talent acquisition, scheduling, and post-production
Nov 2008 - July 2013

Education

2006



Chicago Portfolio School

March 2006 - March 2007

2002



Pennsylvania State University

BA in Advertising, English Minor
July 2002 - Sept 2005

Summary

I am a senior-level copywriter specializing in conceptual advertising, branding, and content production. Though advertising is my first love, I also write children's books, magazine articles, and short stories. Outside of that, I'm usually outside: backcountry skiing, trail running, climbing, and mountaineering.