

hadji(w). writer|cd

folio: www.hadjiwritesitall.com e: hadji@hadjiwritesitall.com ph: 714.924-4028

I chase ideas that matter. I make money for agencies. I help brands suck less.



i'm dope at:

- 360° • digital • direct response
- outdoor • print • social • tv
- web content • white papers

i'm known for:

- automotive • B2B • B2C • banking/financial services • healthcare • home improvement • insurance • internet • liquor & spirits • multicultural • pharma (otc) • retail • snack foods • telecom

i use:

- Adobe Creative Suite
- Canva • Final Draft
- Google Suite • MS Office

also:

- AP Style • Acrobat Reader
- Ginger • Grammarly
- Google Docs • MS Office
- ProofHQ

hadjiwritesitall, ink

Writer. Storyteller (Since Oct 2022...)

So, what am I doing here?

I tell stories and consult for brands you know or will get to know because of my work.

- Currently under NDAs on some story-first, and brand projects (I'd tell you, but then I'd hafta sue you.)

infusion by castells

Senior Copywriter (Dec 2019 – Aug 2022)

omg! what have I done?!

- 360° campaigns for Spectrum Communications.
- Boosted call volume and sign-ups for Spectrum cable, mobile, and internet.
- Regularly out-performed Spectrum's general market agencies.
- Helped rebrand agency from castells to infusion by castells (new site, agency reel, etc.)

plus... New Business pitches (concepts, decks, agency reels, the whole nine.)

hadjiwrites, llc

Writer. Editor. Consultant. (May 2013 - Nov 2019)

omg! what have I done?!

Created 360° campaigns and launch work for African American/ Urban markets for: Fusion ProGlide Styler (Gillette), Q-Series (Infiniti), and Virtual Wallet (PNC Bank).

also... AICPA • Allied Domecq • Auxilio, Inc. • BLVD Content • Designer Living • Erie Insurance • Footsteps Group • Ford Motors • PNC Bank • FundAnything, LL • Gillette • Kraft Foods • LEGO • Logan Advertising Group • McDonald's Corp. • MCM Expo • NMX • Power Digital Marketing • Procter & Gamble • Spectrum • Viasat • Warner Bros.

footsteps group

Senior Copywriter. (Jan 2006 - May 2013)

omg! what have I done?!

- Won and retained major multicultural business: Infiniti, Mercedes Benz, Lowe's Home Improvement, PNC Bank, and Gillette.
- Helped launch Smirnoff Ice, Nissan Juke, and Nissan Versa.
- Helped relaunch Mercedes Benz C-Class and S-Class, Nissan Altima, and Maxima.

also... Absolut • Blue Cross Blue Shield Association • Crown Royal Whiskey • Diageo • Gillette GlaxoSmithKline [Alli] • Lowe's Home Improvement • Mercedes Benz • Nissan Motors • Nationwide Insurance • Smirnoff Vodka • Starmark • VISA

also worked at...

bbdo worldwide, omnicom, uniworld group, and other places...