

Hal Martinenas

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EXPERIENCE

Junior Copywriter, Bobbi Brown Cosmetics, New York, NY — May 2023 - to present

- Drove strategic copy initiatives across diverse platforms including Evergreen digital, visual Merchandising, store design, homepage, email, and social media.
- Conceptualized and executed copy for Ad-Hoc Ecommerce programs, elevating promotional events, online tools, and trends.
- Collaborated closely with the Copy Director to ensure cohesive in-store and digital consumer journeys with legally compliant messaging.
- Partnered with designers to ensure seamless integration of copy and creative assets.

Copywriter, Wasserman, New York, NY — February 2022 - March 2023

- Orchestrated creative live experiences for brands such as Progressive, Target, Bacardi, and Nike
- Strategized and delivered a range of physical and digital copy needs, spanning creative guides, RFP decks, websites, digital ads, event signage, emails, video and performance scripts, and social media content.
- Presented concepts and work to internal and client stakeholders, demonstrating persuasive communication skills.

Copywriter, Kiehl's Since 1851, New York, NY — January 2019 - February 2022

- Crafted comprehensive campaign collateral including creative briefs, in-store signage, travel packaging, website banners, digital ads, and social media content, reaching an international audience of over 2 million.
- Coordinated seamlessly with in-house teams and external creative agencies, ensuring brand voice consistency across all touchpoints.
- Contributed to global best practices and message uniformity for both consumer-facing and B2B content across social media and digital platforms.

Brand Copywriter, Black Market NY, New York, NY — November 2016 - July 2018

- Collaborated with founders to establish and launch the brand's web and social media presence.
- Developed impactful short and long-form copy for website, email, press releases, PDP and social media content, alongside creating multimedia materials to enhance brand storytelling.

Creative Copywriter, Pomade Design, New York, NY — May 2016 - August 2018

- Tailored impactful content across diverse deliverables by understanding and embodying brands' voices, tones, and needs
- Contributed novel ideas to support brand initiatives, showcasing a deep understanding of social and digital storytelling.

SKILLS

Copywriting, Short Form Copy, Long Form Copy, Research, Editing, Proofreading, Content Strategy, Creative Writing, Social Media (Instagram, TikTok, Snapchat), Google Apps, Microsoft 365, Adobe Creative Suite, Photo Production, Video Production

EDUCATION

B.F.A in Film / Video - School of Visual Arts