



DREW BUFALINI

MARKETING WRITER + CONSULTANT

SKILLS:

- Copywriting
- Ideation
- Creative direction
- Content development and design
- Strategic planning
- Design thinking
- Digital marketing
- Brand development
- Wireframes
- Prototypes

SOFTWARE & PLATFORMS

- AdobeXD
- Figma
- Jamboard
- Canva
- Wix
- Weebly
- Microsoft Office
- Constant Contact
- Filmora
- WordPress
- Hubspot
- Hootsuite
- BufferApp
- Facebook Ads

ACADEMICS

GOOGLE PROFESSIONAL
UX DESIGN CERTIFICATE
August 2021

Northwestern University
Content Strategy Certificate
October 2021

UNIVERSITY OF COLORADO
Bachelor of Arts
English Literature



CAREER HIGHLIGHTS

SENIOR COPYWRITER + UX/UI DESIGNER FREELANCE

(1.2020 – Present)

- Write, edit and manage content for a wide variety of marketing channels including websites, blogs, articles, white papers, social media, video, email, e-books, memes, infographics, brochures, and presentations.
- Pen messaging consistent with brand guidelines, tone, and voice.
- Collaborate and brainstorm with designers, strategists, ux/ui teams, subject matter experts, researchers and creative directors
- Develop innovative ideas to transform complex information and concepts into compelling audience experiences and copy
- Clients include: AoideMagazine.com, Creative Circle, Health-Action.org, The Lobb Law Firm, Mondolez International, Beaver Log Homes and Bed, Bath & Beyond.

CHIEF MARKETING OFFICER

LIFE SKILLS VILLAGE CENTER FOR BRAIN INJURY REHABILITATION

6.2009 - 8.2019

- Quarterbacked the development of marketing and advertising communication projects including corporate websites, sales tools, presentations, marketing collateral, content development, social media, and corporate communications.
- Developing and maintained brand identity, design system, tonality, and voice
- Launched and maintained lead generation system, email campaigns, personalization, and marketing funnels
- Built a highly effective team of marketing, sales and creative professionals
- Captured brand loyalty and trust by creating and nurturing relationships with affiliated providers and delivering on the company's promise of a positive, therapeutic client experience
- Defined key metrics and track progress, both quantitative and qualitative, and ROI for marketing, sales and business development programs.

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◀ CAREER HIGHLIGHTS (CONTINUED)

SENIOR WRITER

FATHEAD.COM (Marketing/Advertising)

1.2008 - 2.2009

- Created and communicated brand standards and practices across all media platforms while converting employees into equally savvy brand evangelists.
- Initiated monthly promotions, sweepstakes, sponsorships and sales initiatives.
- Launched and maintained WordPress blog and other social networking platforms.

CREATIVE DIRECTOR

QUILL COMMUNICATIONS (Advertising)

5.2006 - 1.2009

- Clients included: Volkswagen of America, Holiday Inn, Flagstar Bank, Entertainment Publications, Bikram Yoga, Erhard BMW & Land Rover Dealer Group and Robertson Brothers Community Builders among others.
- Launched Volkswagen GTI and Passat Wagon at the 2006 North American International Auto Show via Music Bar, PowerSlide Simulator and Podcasts.

SENIOR WRITER/PRODUCER - CREATIVE SUPERVISOR

J. WALTER THOMPSON USA (Advertising)

2.2003 - 5.2006

- Supervised broadcast writer/art director teams with partner on numerous regional Ford Dealer accounts.
- Developed national broadcast campaigns for new vehicle launches including: 1999 Ford Focus, 2004 Ford F150, 2004 Ford SuperDuty, 2004 Ford Mustang, 2005 Ford GT and 2005 Ford FreeStyle.

CREATIVE DIRECTOR/OWNER

CREATIVE FRONT ADVERTISING

9.2000 - 2.2003

- Launched full-service, youth advertising agency composed of 40 advertising majors from Michigan State University and the College of Creative Studies.
- Pitched and managed projects for clients, including the Air Force Reserve, Diagnostics Online, L'Oréal, DTE Energy, Kowalski, Wyeth Pharmaceuticals, Quill Communications, Function Post Production and Zany's New York Apartment Guides.

WRITER/PRODUCER

J. WALTER THOMPSON USA (Advertising)

2.98 - 9.2000

Clients: Ford Motor Company, Ford Racing and numerous regional Ford Dealer Groups

WRITER/PRODUCER

DIMARCO/COLE ADVERTISING

8.1997 - 2.1998

Clients: HoneyBaked Ham, President Tuxedo, Guardian Glass, Angotti's Ice Cream + Environ Recycling

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