

DREW BUFALINI

FREELANCE SENIOR WRITER

Drew-at-a-Glance

Hello! Hola! Aloha! Nǐ hǎo! Hāya! Sawubona! Sup?

You get the gist. I'm Drew and this is my sell sheet - a way you can get to know me in a minute or less. But it's certainly no substitute for the real thing. For the full CV and portfolio experience, please visit www.drewbufalini.com. You'll find everything you ever wanted to know about me but were afraid to ask. Looking for something you can't find? Drop me a quick line - I've done a TON of work in the last 20 years that didn't make the portfolio cut.

Cheers!



INDUSTRY EXPERIENCE

Ad Agencies:	13 years
Automotive:	10 years
Banking & Financial:	6 years
Client-Side Management:	10 years
eCommerce:	2 years
Entertainment:	4 years
Food & Restaurant:	5 years
Health & Wellness:	12 years
Hotel & Tourism:	4 years
Real Estate:	5 years
Retail:	10 years
SaaS:	1 year

EDUCATION

Certifications:	Artificial Intelligence	2023
	Content Strategy	2022
	UXUI Design	2021
Bachelors:	English Literature	1997

SOFTWARE & PLATFORMS

AdobeXD	Jamboard
Buffer App	Microsoft
Canva	Murf.AI Office/Teams
ChatGPT	Miro
Constant Contact	SEO Rush
Facebook Ads	Shopify
Figma	Uber Suggest
Filmora	Weebly
Gemini	Wix
Google Analytics 4	WordPress
Hootsuite	Zoom
Hubspot	

ODDEST JOBS

Salmon Cannery Worker
Taxi Cab Driver
Landscaper
Men's Clothes Salesman
Cake Tour Guide

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portfolio: drewbufalini.com

e: drewbufalini@gmail.com
profile: [linkedin.com/in/drew-bufalini](https://www.linkedin.com/in/drew-bufalini)

Drew-at-a-Glance (cnt'd)

SKILLS

Advertising
AI Blogcasts and Podcasts
Artificial Intelligence
B2B Creative Development
B2C Marketing
Blogging
Brand Development and Management
Brainstorming
Broadcast
Budgeting
Business Plan Development
Case Studies
Collaboration
Concept Development
Corporate Communications
Content Management Systems
Content Strategy & Development
Copy Editing
Copywriting
Corporate Communications
Creative Problem Solving
Creative Direction
Creative Writing
Customer Journey Mapping
Design Thinking
Digital Marketing
DTC Creative Development
Email Marketing
Goal setting
Healthcare Marketing
Ideation
Integrated Marketing
Landing Pages
Leadership
LinkedIn Advertising
Long and Short Form Writing
Marketing
Marketing Plan Development
Narrative
Online Marketing
Organization
Outdoor
Podcasts
Presentation
Problem Solving
Product Launches
Project Management
Prototypes
Research Skills
Sales Tools & Enablement
SEO
Social Ads
Social Media
Social Media Content Strategy
Social Media Creative Development
Stakeholder Engagement
Storytelling
Strategy
Television Commercials and Campaigns
Thought Leadership
UX Design and Writing
Web Content Strategy and Creation
Website Development
Wireframes

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