

BRIAN J. GREEN

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BACKGROUND

I have a diverse, multi-skilled work history. Twelve years of freelance creative copywriting and copy-editing experience. Twelve years of management and customer service experience. Twenty plus years of creative writing experience, writing screenplays and novels. I am comfortable in a corporate culture or the start-up environment. I am a self-starter and can work independently under the pressure of deadlines, but I do prefer a collaborative team environment where people and ideas flow and work together. I can build, train, and manage a team, as well as work within one.

WORK HISTORY

FREELANCE CREATIVE COPYWRITER 2013 – 2024

Creative Thinking/Creative Writing/Brand Development/B2B/B2C/Visual Orientation for Web-Design

Bringing stories to life through words is my passion. To me, writing creative, engaging copy, with a powerful and unforgettable voice for branding, marketing, promotion, or sales content, is all about crafting the perfect story.

As a freelance creative copywriter, I have written for a wide range of clients - Non-profit/NGO, real-estate/financial services, legal services, trade schools and the restaurant/catering industry. I have also written across an array of platforms - Online/web, print, direct mail, blogging and video scripts. I am an enthusiastic and effective team player, I love and thrive in collaborative work environments, but I am also self-motivated and can work alone very successfully if need be. I work well under pressure and love the challenge of beating deadlines.

My years of experience writing screenplays and novels gives me additional tools in terms of creative thinking and writing, which I bring to the copywriting table.

ZULTYS – Sunnyvale CA – Creative Copywriter 2022

- Contributed to defining and advancing the overall brand
- Developed, wrote, oversaw, and produced various content (blogs, social content, ads, scripts, quotes, short videos, educational content, collateral, emails, campaigns, dimensional, etc.)
- Wrote in different voices across departments and for top executives in the company
- Brainstormed, collaborated, and processed input from the marketing team, knowledge teams, and other stakeholders to capture new ideas, strategies, and approaches
- Identified and addressed content gaps and provided ideas on ways to further promote content
- Assisted leadership with producing content for presentations, training, and other related communications

AZUBU - Sherman Oaks CA – 2015 - Creative Copywriter

Azubu is a live streaming platform focused on the e-Sports industry. Acting as both a medium for broadcasting competitive e-Sports tournaments from around the world, the company also has exclusive broadcast deals with some of the biggest talents in the world of e-Sports.

- Worked on the Brand Playbook of Azubu, to help capture and develop the corporate tone and voice of the company both for the staff and as an outward facing book for corporate partners and business development.
- Wrote the weekly newsletter to the board of Azubu investors to keep them apprised of events, technologies and business development in the global world of e-Sports.
- Wrote and edited online articles about teams, individual players, tournaments and competitive standings in the various leagues around the world.

STARMEN USA - Los Angeles CA 2012 – 2015 - Freelance Creative Copywriter

Starmen USA is an award-winning web design, brand development, and marketing agency based in Hollywood California. A boutique company that brings big impact to its client's business development.

- Provided innovative, creative copy for a variety of clients for use in cross-media platforms, including - Web initiatives, online advertising, print advertising and digital marketing.
- Assisted in web-design and brand development strategies, as pertained to copy.
- Performed client facing duties, such as one-on-one meetings, teleconferences, and group presentations.

SELECT PERFORMANCE HIGHLIGHTS

Planning:

- Planned and implemented the overall look and feel of communications and advertising materials, website pages/navigation design, banners, and social media.

Creative Brainstorming:

- Worked and collaborated with product managers, developers, designers, and business owners to determine the copy direction and conceptual branding ideas.
- Worked closely with internal/external graphic design and product development teams to provide a concept and write copy in alignment with the brand building strategies and marketing initiatives.

CLIENTS

Scott Griffin Financial – scottgriffin.com

- Completed development of new copydeck. Wrote new copy for the client's website. Edited/Reformatted existing site copy. Assisted in planning and redesign of website.

Elegance International School of Professional Makeup – EI.edu

- Wrote new copy for website. Edited/reformatted existing site copy.
- Wrote new copy for and edited new EI print catalog.
- Assisted with the layout of EI print catalog.

Coldwell Banker/1st Dibs – 1stdibs.com

- Wrote copy for collaborative brochure project for Coldwell Banker Real Estate and 1stDibs.com website. Assisted in the layout design of brochure.

Discover Your Path Foundation (DYP) – discoveryourpath.com

- Wrote new copy for website. Edited/reformatted existing site copy.
- Assisted in the layout design of website.
- Worked closely with foundation founder on focus, direction, mission, and theme of the website and the foundation.

RYDE – Rydecars.com

- Wrote new copy for website. Edited/Reformatted existing site copy.
- Helped reshape brand and marketing focus
- Assisted in the layout and redesign of website

OTHER WORK EXPERIENCE**HOSPITALITY - CUSTOMER SERVICE - MANAGEMENT**

I have 12+ years of managerial experience, working in the hotel and nightlife/service industry. I am excellent at team building, conflict resolution, motivation, mentoring and fostering a collaborative environment amongst staff.

Hyatt House Emeryville Jan 2020 – 05/2020

- Front Desk Agent
- Provided Guests with exceptional customer service during check-in and check-out
- Worked with Colleague Advantage, Opera, and Reserve computer systems

La Quinta Resort & Club - A Waldorf-Astoria Property La Quinta CA Jan 2019-Jun 2019

- Concierge
- Provided Guests with exceptional customer service at 44-acre 800+ room hotel
- Made Dinner, transportation, and excursion reservations for guests
- Maintained the Monthly event calendar for the concierge team
- Helped facilitate guests needs for babysitting and pet-sitting services
- Possessed a strong knowledge of the entire Coachella valley, to function as a “living database for guests.
- Worked with Hotel/hospitality software: OnQ, GoConcierge, and AliceConcierge.

W Hotel/Innovative Dining Group, Hollywood CA 2010-2013

- Managed Security and door operations for IDG
- Hired, trained and managed a staff of up to 8 people
- Co-ordinated events with two other security staffs within the hotel

Shangri La Hotel, Santa Monica CA 2008-2010

- Managed security for the entire hotel
- Supervised installation of security camera system
- Co-ordinated security for all hotel events with marketing/events department

Edison Downtown, Los Angeles CA 2006-2008

- Managed security and door operations for 400-person capacity lounge, restaurant, and bar
- Co-ordinated staffing between an in-house and contracted security company
- Hired, trained, and managed a security staff of up to 15 people

- Hired, trained and managed a hostess staff of 4
- Member of a 4-person management team tasked with marketing, promotion and branding strategy for the establishment

Chateau Marmont Hotel, Hollywood CA 2002-2006

- Managed Security, door/event operations, and valet staff
- Hired, trained, and managed security staff of 7
- Managed and scheduled a valet staff of 4
- Co-ordinated all security needs with the event planner for dozens of A-list Hollywood parties and events
- Served as liaison between the hotel and Hollywood sheriff, police, and fire departments.

EDUCATION

San Diego State University

- Bachelor of Science – Criminal Justice Administration
- Minor – Creative Writing

SKILLS SUMMARY

- Creative writing
- Copywriting
- Screen/novel writing
- Copy-Editing
- Proofreading
- Content Strategist
- Excellent managerial skills
- Excellent multi-tasker
- Computer proficient (PC)
- Adaptable-Diverse-Trainable