



MARC OROMANER 917 488 5043
COPYWRITER OROWRITER.COM
NEW YORK MARC@OROWRITER.COM

EXPERIENCE:

FREELANCE, NY | 2005-PRESENT

MANHATTAN MARKETING ENSEMBLE (MME)

Affinia Hotels, Moët Hennessy (Belvedere Vodka, Glenmorangie, Grand Marnier, Ardbeg), Nathan's Famous, Palmer's Cocoa Butter, Maxell, Fuji, Victoria Pasta Sauce

Senior Copywriter partnering with Creative Director at full-service advertising and promotions agency. Conceive and develop creative direction, branding, strategy, concepts, headlines, taglines, and copy for TV, radio, print, digital, outdoor, POS, B2B, SEO, direct mail, collateral, social media, and promotions. Create and present concepts and copy for new business, product, and campaign pitches. Write/direct online promotional movies.

DOTGLU

Biore, Edward Jones, John Frieda, Net Jets

MRM/MCCANN

Mitsubishi, Fibar/Frame It All

REVOLUCION

Santa Rita Wine

ALICE APP, TONIX TEAMWEAR, NEWTON SLEEP, CAPITAL IQ

THE WOLF GROUP > ML ROGERS | 2002-2004

NASA, Visit Britain, New York Botanical Garden, CIT, Scotts Lawn Care (MiracleGro, Ortho, Turfbuilder), Canandaigua Wine (Alice White, Arbor Mist), New School, AAMCO, New York Tourism

Copywriter working with all agency art directors at full-service ad agency. Created, wrote, researched, co-produced, and pitched campaigns, ads, and copy for TV, radio, print, outdoor, B2B, direct mail, and collateral.

HAMPEL STEFANIDES | 2001-2002

Court TV, Castrol, Steve Madden, High School of Art & Design (HSAD), Toshiba

Copywriter/Art Director team at full-service ad agency. Conceived and wrote all TV, radio, digital, and print for Court TV and HSA&D. Worked on copy/concepts for all other clients and new business in various media.

CBS NEWS ON-AIR PROMOTIONS > CBS EYE ON PEOPLE | 1994-1997

Writer/Associate Producer

Co-wrote/produced for CBS News show, *The Best of Us*. Helped write, locate footage, and assist with creation and delivery of all *CBS Evening News*, *CBS This Morning*, and *Sunday Morning* news promotions.

LIFETIME TV | 1994

Production Assistant

Assisted producers with the creation and production of all on- and off-air promotions for cable TV network.

RECOGNITION:

ADDYS (Silver), Adrian Awards (2 Gold, 2 Silver, 3 Bronze), CMYK Magazine (2 Campaigns Published), AAF World Series of Advertising (Account Winner)

RELATED EXPERIENCE:

Author/Speaker, *The Myth of LOST* | 2008-2010 (Bestseller, December, 2008)

Blogger, *The Layman's Answers to Everything* | 2006-2014 (#1 Google ranking for "Answers to Everything")

Commercial & Character Voiceovers | 1994-Present

EDUCATION:

THE CREATIVE CIRCUS, ATLANTA, GA | 2000
COPYWRITING

ITHACA COLLEGE, ITHACA, NY | 1993
BS, TV/RADIO & ADVERTISING, *MAGNA CUM LAUDE*