



**MARC OROMANER** 917 488 5043  
COPYWRITER OROWRITER.COM  
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## SENIOR COPYWRITER SPECIALIZING IN HOSPITALITY AND TRAVEL

Experienced, conceptual, and versatile creative professional skilled in storytelling and uncovering the soul of a brand. Loves collaborating with clients and agency teams to inspire innovative ideas and deliver engaging, strategic copy across a variety of media including web, email, electronic, and social, resulting in compelling content that grows brands and business.

## FREELANCE

MANHATTAN MARKETING ENSEMBLE (MME) | 2005-PRESENT

*Affinia Hotels, The Benjamin, Fuji, Moët Hennessy (Ardbeg, Belvedere Vodka, Glenmorangie, Grand Marnier), Nathan's Famous, Palmer's Cocoa Butter, Maxell, 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, collateral, web, outdoor, POS, B2B, SEO, direct mail, social media, and promotions.

- Wrote/directed Nathan's Hot Dog Eating contest TV commercials and online mockumentary movies helping to make it a pop-cultural phenomenon that continues to bring in millions of dollars of free publicity.
- Co-created and presented concepts at pitches that won many new business clients including Moët & Chandon, Fuji, and Victoria Pasta Sauce as well as selling new campaign directions for existing clients.
- Expertly proofread and edited copy ensuring voice was consistent with brand and current campaign.
- Conceived long-running taglines and program names for Affinia and The Benjamin hotels and Palmer's Cocoa Butter.
- Team player focused on creating the best work while encouraging others to help them achieve it.

ALICE HOSPITALITY APP, CAPITAL IQ, NEWTON SLEEP, SÉNÈQUE, TONIX TEAMWEAR | 2010-2020

Worked directly with clients to help launch new brands, create buzz, increase sales, revitalize websites, and win business.

DOTGLU, FLETCHER MARTIN EWING, HUEY-PAPROCKI, MRM/MCCANN, REVOLUCION, ROMAN GROUP | 2000-2006

*Biore, Edward Jones, John Frieda Frizz Ease, Net Jets, Mitsubishi, Santa Rita Wine*

Helped agencies impress clients with fresh work and revitalize staff with new energy.

## AGENCY STAFF COPYWRITER

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*

Teamed with all agency art directors at full-service ad agency. Created, wrote, researched, co-produced, and pitched campaigns, concepts, and copy for various media. Wrote scripts and worked directly with talent that included Lauren Bacall.

HAMPEL STEFANIDES | 2001-2002

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

Copywriter partnered with Art Director at award-winning 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.

## 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

Commercial & Character Voiceovers | 2000-2010

## EDUCATION:

THE CREATIVE CIRCUS, Atlanta, GA: Copywriting

ITHACA COLLEGE, Ithaca, NY: Bachelor of Science, TV/Radio & Advertising, *Magna Cum Laude*