

# MARC OROMANER

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## SENIOR COPYWRITER SPECIALIZING IN CONCEPTUAL BIG IDEA-DRIVEN CONTENT CREATION

Dynamic, versatile, and exceptionally creative leader skilled in storytelling and crafting compelling and engaging content across a plethora of platforms. Leverages 15+ years of proven experience as an advertising copywriter, influential blogger, and bestselling author/speaker to deliver persuasive, expertly crafted copy and concepts aligned with the voice and soul of a brand. Uses strong research and analytical skills to enrich content and a love for team collaboration to inspire innovative ideas, all resulting in attention-grabbing communication that immediately connects with target audiences and entices them to take action. Versatile experience in writing, editing and proofreading strategic copy tailored for a variety of media including web, email, electronic, and social that grows brands and businesses. Has achieved positive growth for:

Moët Hennessy | Affinia Hotels | Palmer's Cocoa Butter | CIT Financing | Scotts Lawn Care | CBS News | Lifetime TV | Biore | NASA Education Initiative | AAMCO Transmissions | The New School | Net Jets | Fuji | Heart to Heart Dating Service | Nathan's Famous | Alice App | New York Tourism | Maxell | Visit Britain | Court TV | Victoria Pasta Sauce | New York Botanical Garden

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## FREELANCE ADVERTISING COPYWRITER – NYC/HYBRID | 2010-PRESENT

Works with various ad agencies or directly with both domestic and international clients to help launch brands, create buzz, increase sales, write engaging content, revitalize websites, and win business.

- Writes compelling web articles and social media posts resulting in increased brand awareness, engagement, lead generation, and sales.
- Collaborates with strategy teams to ensure consistency of voice and messaging.

## MANHATTAN MARKETING ENSEMBLE (MME) – NYC | 2010-2023

Senior Copywriter partnered with Creative Director at full-service ad agency to create compelling concepts, headlines, and taglines for high-profile clients in numerous industries. Strategized with agency partners to conceive, develop, and sell innovative creative solutions and captivating copy for TV, radio, print, digital, B2B, SEO, direct mail, and social media.

- Created and presented concepts at pitches that won many new business clients including Moët & Chandon, Fuji, and Victoria Pasta Sauce and sold new campaigns for existing clients that increased sales and brand recognition.
- Conceived and wrote award-winning campaign for The Affinia Hotel chain and The Benjamin Hotel that took over Penn and Grand Central stations and more than doubled brand recognition and bookings.
- Wrote/directed Nathan's Hot Dog Eating contest TV commercials and online mockumentary movies elevating the event to a pop-cultural phenomenon that continues to bring in millions of dollars of free publicity.
- Rebranded Trade Promotion Management Software company MEI and supported with direct marketing B2B blitz, taking it from nearly out of business to the leading TPM software on the market.
- Wrote scripts for, and worked with, talent including Lauren Bacall, the NFL's Devin & Jason McCourty, and Laila Ali
- Expertly proofread and edited copy ensuring voice was consistent with brand and current campaign.
- Grew client business and brand recall by creating long-running taglines and program names that had tested exceedingly well for thrilled clients including Affinia Hotels, The Benjamin, and Palmer's Cocoa Butter.
- Team player focused on creating the best work while encouraging others to help them achieve it.

## OROMONTE UNLIMITED, INC. – NYC | 2013-2023

Co-owner/Operator of direct sales and coaching business leading dozens of partners in generating \$300K in revenue annually.

- Achieved top 5% growth within the industry utilizing a consultative sales approach to recruit business partners.
- Interviewed potential partners and trained in the areas of business building, networking, and sales.
- Collaborated with team to help them take actions in line with commitments and achieve goals.
- Wrote and presented training and motivational talks for hundreds of entrepreneurs at various business conferences.

## RELATED EXPERIENCE:

- Author/Speaker, *The Myth of LOST* – Wrote, promoted, and sold bestselling book about the hit TV show.
- Blogger, *The Layman's Answers to Everything* – Influential writer for popular blog that captivated readers and helped them reach their goals by uncovering clues hidden in movies, music, and TV.

## EDUCATION:

THE CREATIVE CIRCUS, Atlanta, GA: Copywriting

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