



**Harry John Topalian**  
Senior Copywriter  
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## Experience

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**RingCentral** | April 2012–February 2018  
Senior Copywriter

- Served as lead copywriter and provided content strategy and freelancer management for multiple versions of the website, pre-IPO messaging decks, promotional and instructional videos, and integration materials for Google, Microsoft Office 365, Salesforce, and Box.
- Crafted content for trade shows including Dreamforce, Enterprise Connect, BoxWorks, and Gartner Symposium/ITxpo.
- Created written and conceptual work for the launches of Business SMS, RingCentral Meetings, and Glip, which included web pages, videos, blog posts, emails, banner ads, and event packages.
- Wrote and initiated the use of a creative brief and instructed employees on how to partner with the Content & Creative Department, follow brand guidelines, and understand effective messaging.

**Draft FCB** | April 2011–September 2011  
Freelance Copywriter  
Clients: Del Monte Foods, Engage 360

- Concepted and wrote copy for the brand refresh of the Kibbles ‘n Bits website and email campaign; wrote copy for Nature’s Recipe promotional emails and homepage concepts; and wrote copy for Jerky Treats brand refresh.
- Created concepts for a Engage 360 campaign.

**Eleven, Inc.** | September 2010–March 2011  
Freelance Jr. Copywriter  
Clients: Apple, Coinstar, AAA, Callaway Golf, San Francisco Travel

- Created scripts, performed voice work, and assisted with production of Penny Theater series of videos for Coinstar. Wrote banner ads for holiday promotions.
- Wrote ads for trade publications promoting Callaway golf players.
- Outlined and wrote the style guide for San Francisco Travel.
- Presented ideation and concepts for a career event at Apple and for an AAA Insurance campaign.

## Education

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2010 Academy of Art University | Master of Fine Arts | Advertising Copywriting  
1993 SUNY Purchase | Bachelor of Arts | English Literature

## Pre-MFA Copywriting Experience

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**Wunderman Cato Johnson** | April–August 2000  
Copywriter  
Clients: Sony Vaio, Investor’s Business Daily

**Whittman-Hart** | November 1999–April 2000  
Copywriter  
Clients: 3Com, Sparks.com

**Lewis and Partners Advertising** | June 1998–November 1999  
Jr. Copywriter  
Clients: Oregon Chai, Union Bank of California, Nestlé