Harry John Topalian
copychief@harrytopalian.com
415-596-9404
harrytopalian.com

COPYWRITER | STORYTELLER
Creative and Strategic Conversions

EXPERIENCE

VMLY&R Commerce | August 2022 – October 2022 (Freelance)
Senior Copywriter | Client: Mondelēz International

- Produced ideas and wrote copy for Mondelēz International brands (belVita Breakfast Biscuits, OREO Cookies, RITZ Crackers, Sour Patch Kids, Tate's Cookies, Trident Gum, Triscuit, and Wheat Thins) for advertising and promotional executions with retailers, including Ahold Delhaize, Albertsons, Kroger, Target, and Walmart.
- Worked on content themes ranging from product launches and special offers to seasonal and holiday planning and special events, such as NCAA March Madness and NFL Super Bowl.
- Executions created include e-commerce, in-store ads and promotions, social commerce, and gaming.

Ethan Allen | October 2019 – April 2020
Senior Marketing Content Specialist

- Crafted a new brand voice, wrote and strategized content for web, emails, social, magazine copy, radio spots, retail and design services, events, and holiday promotions.
- Established the voice for the launch of the midcentury-modern line Lucy by Ethan Allen, and crafted the copy for the website, storybook promotion, social, and retail.

MOI Global | September 2018 – February 2019
Senior Copywriter | Clients: Bell Canada, Ciena, and Oracle

- Oracle OpenWorld 2018: Strategized UX and wrote content for The Acceleration Hub—a destination for learning tools and assessments. Contributions as writer and strategist include: Interactive "Journey to the Cloud" touchscreen experience, main booth monitor and website copy for assessments and calculators, and social posts.
- Ciena/Bell Canada: Researched and wrote LinkedIn ads, eBook and blogs on networks considerations and solutions for the video game industry.
- Oracle Health Sciences: Concpepted and wrote scripts for video campaign on several aspects of Oracle Life Sciences.
- Oracle Financial Services: Named webcast series: "Better Banking Live", wrote promotions and thought leadership posts.

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.

Draft FCB | April 2011 – September 2011
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 an Engage 360 campaign.

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

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

EDUCATION

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

PRE-MFA COPYWRITING EXPERIENCE

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

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

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