



Harry John Topalian

Senior Copywriter
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Experience

MOI Global | September 2018–February 2019

Senior Copywriter | Clients: Oracle, Ciena, and Bell Canada

- **Oracle OpenWorld 2018:** Strategized 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.
- **Oracle Financial Services:** Named webcast series: “[Better Baking Live](#)” and wrote promotions, and thought leadership [posts](#).
- **Oracle Health Sciences:** Concepted and wrote scripts for video campaign on several aspects of Oracle Life Sciences.
- **Ciena/Bell Canada:** Researched and wrote LinkedIn ads, eBook and blogs on networks considerations and solutions for the video game industry.

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 a Engage 360 campaign.

Eleven, Inc. | September 2010–March 2011

Jr. Copywriter | Clients: Coinstar, AAA, Callaway Golf, Apple 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 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

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: 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