

John Lemelman

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johnlemelman.com
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Chewy, Boston, MA

April 2023 - Present

Senior Copywriter

- Concept and write Chewy's first Spring Allergies campaign, leading creative from ideation to launch
- Create brand standards and voice for Chewy Vet Care, supporting its national rollout
- Partner with Studio and Design teams to produce engaging, platform-specific content
- Maintain brand consistency while evolving Chewy's tone in emerging markets

Boathouse, Boston, MA

June 2021 - April 2023

Associate Copywriter

- Rebranded College Nannies + Sitters into Jovie, developing a new voice and messaging framework
- Built out tone, content, and campaign messaging for Arsenal Yards, a major retail development
- Created branded email campaigns for Goodyear, enhancing consistency and engagement
- Produced campaigns across finance, healthcare, retail, transportation, tech and academic sectors

KeySmart, Chicago, IL

November 2020 - July 2021

Associate Copywriter

- Produced paid and organic social content, including TikToks that earned 2M+ views, 220K+ likes, and 2K followers in the first month
- Wrote launch content and social media scripts for new product releases
- Applied eCommerce best practices to drive strong return on ad spend across campaigns

Promoshin, Los Angeles, CA

April 2018 - March 2020

Junior Copywriter

- Conceptualized, researched, & pitched commercials, explainer videos and online content
- Expanded clientele & increased content output by growing the social media division

Education & Internships

Emerson College, Boston, MA

June 2016

B.A. Writing for Film and TV

Red Hour Films, Los Angeles, CA

August 2015 - December 2015

Social Media Intern

Upright Citizens Brigade, Los Angeles, CA

March 2017 - May 2018

Comedy Production Intern

3 Arts Entertainment, New York, NY

June 2015 - August 2015

Production Intern