

JOHN LEMELMAN

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johnlemelman.com

(617) 894 - 2711

Chewy, Boston, MA

April 2023 - Present

Senior Copywriter

- Lead & experiment with new content to increase viewership and engagement on social media
- Write copy for a variety of placements including email, website, promotions, & YouTube
- Collaborate with the Studio & Design team to create engaging content on a variety of platforms
- Ensure adherence to brand standards while growing Chewy's voice in emerging markets

Boathouse, Boston, MA

June 2021 - April 2023

Associate Copywriter

- Collaborated with designers to create content in finance, healthcare, retail, transportation & academic spaces
- Produced social & digital campaigns as well as created impactful brand standards
- Wrote copy for diverse mediums including billboards, emails, websites, print & radio spots

KeySmart, Chicago, IL

November 2020 - July 2021

Associate Copywriter

- Produced paid & organic social media content, including TikToks which garnered over 218k likes, 2MM views & 2k followers in the first month of launch
- Wrote new product launch material & scripts for associated social media sites
- Implemented eCommerce best practices with strong ROAS

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

Awards, Acknowledgements & 'Aha' Moments

KeySmart's TikTok

2021

Made TikToks that scaled 500k+ views in 24hrs

Scriptapalooza

2018

Semi Finalist in One Hour Spec Contest

Austin Film Festival

2015

Quarter Finalist in One Hour Category

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