

John Lemelman

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Chewy, Boston, MA

April 2023 - April 2026

Senior Copywriter

- Led creative for new campaigns, including Chewy's first Spring Allergies and January Wellness rollouts, extending January Wellness due to strong performance and increased vet bookings
- Defined Chewy Vet Care's brand voice, enabling a successful nationwide launch of in-person veterinary services
- Developed messaging for *Behind the Breed*, Chewy's YouTube series, aligning cross-functional teams on evolving brand storytelling
- Partnered across departments to implement AI-assisted workflows (ChatGPT, Jasper), creating use cases, and improving speed-to-market for copy and ideation
- Collaborated with Studio and Design teams to produce engaging, platform-specific content

Boathouse, Boston, MA

June 2021 - April 2023

Associate Copywriter

- Concepted and pitched creative across finance, healthcare, retail, transportation, and tech sectors
- Rebranded College Nannies + Sitters into Jovie, developed a new voice and messaging framework
- Led tone and messaging development for Arsenal Yards, a mixed-use development, spanning brand, campaign, and launch content
- Wrote branded email campaigns for Goodyear, increasing consistency and audience engagement

KeySmart, Chicago, IL

November 2020 - July 2021

Associate Copywriter

- Created paid and organic social content, including TikToks with 2M+ views, 220K+ likes, and 2K followers in the first month
- Wrote launch content for new product releases, applying eCommerce best practices to drive return on ad spend

Promoshin, Los Angeles, CA

April 2018 - March 2020

Junior Copywriter

- Conceptualized, researched, & pitched campaigns, explainer videos and online content
- Supported agency growth by expanding the social media division and increasing content output

Education & Internships

Emerson College, Boston, MA
June 2016
B.A. Writing for Film and TV

Red Hour Films, Los Angeles, CA
Social Media Intern
3 Arts Entertainment, New York, NY
Production Intern