

# JOSEPH DWYER

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PORTFOLIO: JOSEPHVDWYER.COM

## PROFESSIONAL SUMMARY

I am known for my dedication to producing high quality work and my ability to effectively convey a desired mood or message through print and digital formats. My experience includes advertising, blogging, press releases, email blasts, product packaging, online product listings, sell sheets, memos and more.

## SKILLS

- Copywriting, editing & proofreading
- SEO editing for Amazon and internal listings
- Script writing
- Mac and PC
- Brochures, product packaging & web content
- Client interaction
- Blogging
- Marketing content
- Basic understanding of Adobe Creative Suite
- Branding
- Storytelling
- Microsoft Office
- Promotional materials
- Trade show planning
- Strategic planning
- Research
- Outstanding communicator
- Project coordination
- Social media content
- Project support

## WORK HISTORY

JANUARY 2024-PRESENT

**Copywriter** | Glidewell Dental | Irvine, CA

- As part of the writing team, I am responsible for working alongside clinicians, technicians and other subject matter experts to create compelling and educational content that enables practicing general dentists and specialists to gain insight into the latest technologies and techniques in the industry.
- I help develop continuing education (CE) content that dentists can review and test themselves on to receive some of their annually mandated CE credits.

- As a member of the writing team, I am responsible for reviewing and editing the work of writers, designers, product managers and other stakeholders.
- I work with designers, product managers and brand managers to develop marketing and promotional content for various dental labs, including Glidewell Dental.

APRIL 2019-PRESENT

**Freelance Copywriter** | Los Angeles, CA

- As a freelance copywriter, I create marketing copy for numerous local businesses.

NOVEMBER 2020-JULY 2023

**Copywriter** | MagnaFlow | Oceanside, CA

- As the sole copywriter, I was responsible for all website copy, email promotions, press releases, product descriptions and more.
- I wrote and brainstormed stories for the company's regular blog. Developing these stories often involved interviewing project builders, brand ambassadors and other relevant third parties for necessary background information.
- In addition to these blog stories, I also conducted internal and external research to create resource articles that explained the science and mechanics behind our products, in addition to creating more general explainers/guides.
- Creating these guides and explainers required that I work directly with product development teams to verify the accuracy of more technical aspects of relevant copy.
- My duties also included working closely with lead product managers to ensure all copy regarding specific products was accurate, relevant and appropriately focused.
- I collaborated with other creatives within the company on large projects, such as writing the script for a corporate promotional video that leveraged personnel and resources from across the company.
- Part of my responsibilities also included working with the eCommerce Manager to review and update web copy in order to improve SEO.

MARCH 2016-APRIL 2019

**Copywriter** | Kittrich Corporation | Pomona, CA

- As the copywriter, I was responsible for creating copy for everything from internal memos and press releases to product packaging, eblasts, brochures, product announcements and more. I also edited and proofread technical, product-specific copy.
- I worked closely with the creative director and graphic design team in completing all phases of client projects from planning to on-time completion of quality deliverables.
- As the only copywriter at the company, I was responsible for establishing and maintaining grammatical and syntactical standards for consistently effective, eloquent and error-free text for use across Kittrich's lineup of over 40 different brands, as well as within the firm itself.
- I worked closely with the creative director and product managers to plan, prepare and help set up for trade shows.
- I also wrote, directed, shot, and edited video content for use as promotional material across several markets, including China.

JULY 2014-FEBRUARY 2016

**Marketing Coordinator/Editor/Copywriter** | HÔM Sotheby's International Realty | Newport Beach, CA

- I wrote advertising copy that appeared in a variety of publications including the Los Angeles Times, New York Times, Wall Street Journal and Sunset Magazine.
- As the only copywriter, I single-handedly improved the quality of the agency's marketing copy by replacing poorly written autobiographies and property advertisements produced by individual real estate agents with my own self-checked text.

## EDUCATION

2014

**BA:** Political Science

California State University Long Beach

- Graduated Cum Laude
- Studied abroad for a year at the University of Bristol in the UK