

Phil Catalfamo

Copywriter | 949.887.7704 | catalfamo28@gmail.com

WORK EXPERIENCE

Phil Catalfamo 2008 – Present – Freelance copywriter

L.A. Clippers – copy for newspaper ad

Carnation – copy for print ads

Northeast Utilities – direct mail piece including envelope and buckslip

Doner 2007-2008 – Freelance copywriter

Mazda – Concepts and copy for interactive banners

Expedia Corporate Travel – Concepts and copy for interactive banners

Jacuzzi – SEO copy for opening web page. Copy for titles, keywords and descriptions

Campbell Mithun 2007 – Freelance copywriter

Wal-Mart – Copy and concepts for Thanksgiving and Christmas holiday circulars

Deutsch 2006-2007 – Staff copywriter

Fresh & Easy Neighborhood Markets – Copy for product packaging, new business materials & concepts

Saturn – promotional POP copy for 'Rethink American'

Chevy – Copy and concepts for a limited edition, promotional booklet 'NASCAR 2006 a Season to Remember'

CiCi's Pizza – In-store promotion POP, Peel & Win game and Buffalo wings

T.G.I. Friday's – In-store promotion POP, seasonal gift cards

United Health Care – Contributed visual concepts for new campaign

Davis Elen Advertising 2006 – Freelance copywriter

Knott's Scary Farm – Radio scripts for 2006 Halloween season

Young & Rubicam 2006 – Freelance copywriter

Land Rover – Kiosk, Los Angeles Auto Show

Uniquely Singapore – Contributed copy for "Facts at Your Fingertips" brochure

EDUCATION

The Book Shop 2005

Portfolio school for copywriters and art directors

California State University, Fullerton 2001

Bachelor of Arts Degree in Communications

Concentration in Advertising

SKILLS

Creative print / radio / interactive ad copy / Microsoft Word / Outlook / Adobe Photoshop / Adobe Dreamweaver / WordPress / Knowledge and experience in SEO techniques / Keyword research / Pay Per Click / Knowledge and experience in Web 2.0 technologies / Mac / PC proficient / Tournament foosball player