

B.C. WALLIN

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SUMMARY

Copywriter, journalist, and creative thinker, B.C. Wallin is a welcome part in any organization, supporting team members and delivering quality work on time. Coming from a background in [creative writing](#) and [journalism](#), B.C. knows how to find answers and tell a story. His freelance writing on culture, religion, and film can be found at [Polygon](#), [Vulture](#), [Aish.com](#), [Inverse](#), [Bright Wall/Dark Room](#), and [Hey Alma](#). As a copywriter, he's become known for engaging, strategic work and killer presentations. And he's always looking for his next challenge.

EXPERIENCE

eDesign Interactive, Morristown, NJ (Remote)

Creative Copywriter & Brand Strategist | July 2023–Present

- Deliver captivating copy for digital and print ads, web, and trade shows. Build brand strategy through research, client interviews, and creative work that emotionally engages audiences.

Ptex Group, Brooklyn, NY

Senior Copywriter & Brand Strategist | Feb 2023–May 2023

- Wrote bold, eye-catching ad and branding copy for B2B and B2C brands. Researched and proposed innovative brand activation strategies.

Celebrand, Monroe, NY

Content Manager, Lead Copywriter & Brand Strategist | March 2020–Dec 2022

- Helped a branding agency rewrite its story by focusing on client experience. Crafted compelling presentations and created critical questionnaire based on research, best practices, and innovation.
- Built and maintained over a dozen B2B and B2C brands across various industries. Crafted killer brand strategies as a writer and leader and oversaw a robust creative team of designers and copywriters.

B.I.G. Jewelry, New York, NY

Lead Content Writer | July 2019–Feb 2020

- Wrote and edited high-quality copy for e-commerce jewelry company's marketing, website, and social media. Maintained unique style guides and brand voices to meet project guidelines successfully.

Film Forum, New York, NY

Administrative Intern | Jan 2019–May 2019

- Answered phones, archived press information, conducted research for social media campaigns, and performed QA on upcoming films while assisting Premieres Associate.

EDUCATION

SVA, New York, NY

Continued Education: *Creative Portfolio (June–Aug 2023), Creative Thinking (Sep–Dec 2023)*

CUNY Baruch College, New York, NY

English & Journalism BA, Summa Cum Laude | Aug 2015–May 2019

Berlfein Prize for Best Undergraduate Nonfiction Writing, Arnold Picker Excellence Award in English.

SKILLS

Copywriting, journalism, creative writing, ad copy, proofreading, and fact-checking. Brand strategy, leadership, creative problem-solving, conceptual thinking. Public speaking and presentations. Fluency in English and proficiency in Hebrew. Does not speak Portuguese. Proficiency in Google Suite, Microsoft Word, Microsoft Excel, and Canva. Experience with Adobe InDesign with some Photoshop and Illustrator. Good movie recs and bad puns.