

B.C. WALLIN

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SUMMARY

Coming from a background in creative writing and journalism, B.C. Wallin knows how to find answers and tell a story. 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 as a digital agency copywriter and strategist. Support web efforts with content writing and UX writing. Build brand strategy through research and client interviews that emotionally engages audiences.

Freelance, New York, NY

Journalist & Cultural Critic | May 2016–Present

- Write articles, essays, videos, lists, and crossword puzzles, with bylines in outlets including Polygon, Vulture, Aish.com, Inverse, Bright Wall/Dark Room, and Hey Alma. Conduct interviews and research, delivering grammatically clean and ethically reported works of journalism.

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 as an agency copywriter. Researched and worked on innovative brand activation strategies.

Celebrand, Monroe, NY

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

- Built and maintained over a dozen B2B and B2C brands across various industries as an agency copywriter and strategist. 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 | Sept 2019–Feb 2020

- Wrote and edited high-quality copy for eCommerce jewelry company's marketing, website, and social media as an in-house copywriter. Maintained unique style guides and brand voices.

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 (Best Undergraduate Nonfiction Writing), Arnold Picker Excellence Award (English)

SKILLS

Copywriting, journalism, proofreading, and fact-checking. Brand strategy, leadership, creative problem-solving, conceptual thinking. Public speaking & presentations. Fluency in English and proficiency in Hebrew. Proficiency in Google Suite, Microsoft Word, Microsoft Excel, and Canva.