

JOSEPH V. OLIVERAS

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Portfolio: www.jvoliveras.com

COPYWRITER | BRAND STORYTELLER

Versatile copywriter with experience in giving voice to high-growth brands and ideas. Thrives in a collaborative environment creating high-impact brand messaging projects while maintaining consistent style, tone, and messaging across all touch points.

SKILLS & CERTIFICATIONS

- Digital Copywriting (social media, blog writing, web page copy, email copy)
 - Print Copywriting (posters, catalogs, technical writing)
 - Search Engine Optimization (SEO)
 - ChatGPT & AI Utilization
 - Proofreading & Copy Editing
 - Cross-Functional Collaboration
 - 360 Ad Campaign Concepts
 - **CERTIFICATION:** Marketing Strategy: SEO Content Writing | LinkedIn Learning
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PROFESSIONAL EXPERIENCE

Brondell, Inc.

2022 – Present

Junior Copywriter

- Crafted thoughtful, strategy-backed copy for an industry-leading home wellness brand across digital and print channels.
- Took ownership of Brondell's social media messaging across Instagram, Facebook, LinkedIn, and Pinterest published 4x monthly, including caption copy, in-grid posts, stories, reels.
- Managed long-form blog writing projects published 1x monthly, from data-backed educational pieces to product highlights.
- Rebranded Brondell.com product description pages to reflect the company's fresh tone and voice, including pages for newly released, industry-leading products.
- Collaborated with senior copywriters, designers, creative directors, and cross-functional stakeholders to provide impact and ensure the best possible work.

Runyon Saltzman Agency

2021 – 2022

Freelance & Contract Copywriter

- Contributed to initial concepts and ideation for California Department of Public Health PSA campaign.

Meta

2021 – 2022

Contract Copywriter

- Created compelling internal communications messaging for Meta's Infrastructure Construction Management (ICM) team.

Havas San Francisco

2021

Junior Copywriter | Copywriting Intern

- Collaborated with senior-level copywriters to craft digital content for healthcare and pharmaceutical clients.
- Aligned with project management, accounts, and art teams to deliver creative work to client specifications in a timely manner.

PROFESSIONAL EXPERIENCE, CONTINUED

Young & Hungry Agency at Academy of Art University Advertising Intern

2020

- Led a tight-knit team of art directors and UX designers on discovery meetings and concept pitches with longstanding non-profit clients.
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PROJECTS

Lego Neuro Helmet, Script & Video (Spec) Academy of Art

2021

Pitch video for Lego competition brief highlighting the human element of creating a unique playtime experience for children with autism using cutting-edge neurological technology.

AWARD: Gold Award, 2021 | ADDY Student Competition

EDUCATION

Master of Arts in Advertising & Branded Media Academy of Art University, San Francisco

Bachelor of Arts in Radio, Television & Film San José State University, San José, CA