



JOHN M. GRILLO

Copywriter | Strategist

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ABOUT

No, my first name ain't 'baby.' With a career spanning over 22 years, I've devoted nearly half of my life to mastering the nuances of my craft. I'm creative, passionate, loyal, and honest. I think fast and write simply. And doggone it, people like me.

PHONE

(978) 317-1887

EDUCATION

Bachelor of Science in Speech, Marketing Communications and Advertising

SKILLS

Adobe Acrobat
Adobe Express
Basecamp
ClickUp
Figma
Google Workspace
Jira
Microsoft 365
Monday.com
Slack

RECOGNITION

Hatch Awards
Silver (Work for Good)

Hatch Awards
Silver (Digital)

Hatch Awards
Bronze (Website)

Hatch Awards
Merit (Radio Campaign)

NEDMA
Gold (Email Campaign)

NEDMA
Silver (Integrated Media)

EXPERIENCE

Sr. Copywriter & Brand Strategist (The Paper Store) June 2024-present

- Partner with senior leadership to define and implement the brand voice, tone, and writing style for The Paper Store (TPS) and its sub-brands, ensuring cohesive communications across all channels
- Lead the development and execution of content strategies, aligning them with overall marketing and business objectives to drive brand awareness and sales growth
- Collaborate with cross-functional teams, including Marketing, Merchandising, and Buying, to craft copy for ecommerce, email, social media, catalogs, and direct mail
- Research consumer trends and use data to make content more relevant and engaging for the TPS target audience

Copywriter (Freelance) Jan 2024-Apr 2024

Clients: Affirm, P!NG

Senior Copywriter (Constant Contact) Apr 2018-Nov 2023

- Led most of the brand's creative writing output, which included content for social media, websites, online video and display, events, radio, consumer lifecycle management, and more
- Collaborated with marketing, product, acquisition, content, brand, and executive teams to transform marketing objectives into impactful creative concepts
- Partnered with designers and art directors to concept and develop integrated marketing campaigns for Constant Contact and its sub-brands
- Contributed to the company's first brand makeover in more than 10 years, which included a 57-page brand guide, an interactive landing page, revamped social presence, and a completely rewritten front of site

Copywriter (Freelance) July 2017-Apr 2018

Clients: TJX, Samsonite

Senior Copywriter (SharkNinja) Jan 2015-July 2017

- Developed and managed copy for the Shark vacuum and Ninja kitchen brands across a variety of platforms, including POP, packaging, digital, mobile, and social media
- Supported the launch of Ninja's new coffee brewer via packaging, radio, social media, and a multichannel sweepstakes campaign with actress Sofia Vergara
- Mentored a junior creative, providing guidance and feedback to ensure high-quality content

Creative Manager (Vistaprint) Mar 2013-Jan 2015

- Influenced a steady shift in the brand's voice, from aggressive and promotional to authentic and engaging
- Managed two copywriters directly, while piloting a remote team of writers in Barcelona, Spain

Copywriter (Freelance) Sept 2012-Feb 2013

Clients: Vistaprint, Stride Rite, 89 Degrees

Senior Copywriter (MullenLowe U.S.) Mar 2005-Sept 2012

- Wrote for direct response and other advertising outlets, including print, digital, radio, mobile, and collateral
- Participated in winning new business pitches for Ernst & Young, ESCORT Radar, and Qwest