



JOSEPH FRANGO

Copy Director | Brand Storyteller | Revenue Generator

DETAILS

Fairfield, CT

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PROFILE

Omnichannel marketing and communications expert with deep in-house and agency experience. Battle-tested specialist in copy and content that maximize market reach and revenue. From major brands to startups, headlines to full campaigns, I create the messaging that makes a difference.

No bullshit, just the bottom line. I could tell you that I've beaten hundreds of controls and created copy that has generated millions in revenue--and it would be absolutely true.

Learn more on [my site](#).

EMPLOYMENT HISTORY

Copy Director, Omnichannel, Conair LLC, Stamford, CT

2022 – PRESENT

Head of copy and content for a leading global manufacturer and distributor of premium beauty tools and accessories. salon products, and consumer and commercial kitchen appliances.

- Craft copy and content to drive digital sales and expand omnichannel market penetration.
- Lead best-in-class team for copy, proofreading, copyediting, and translation to achieve brand and marketing objectives.
- Drive progressive increases in throughput, SEO rankings, and conversions.

Brands: Conair, ConairMen, Cuisinart, Waring, Interplak, Scunci, True Glow, BaBylissPRO, and others.

Contract Copywriter/Consultant, The Food Group/WPP, New York City

2021 – PRESENT

Generate copy and ideas for an A-list client roster, including Mondelez International Foodservice, Campbell's Foodservice, Mars Wrigley, TABASCO, Perdue, Avocados from Mexico, Regal Springs Tilapia, Ventura Foods, Dawn Foods, Ben's Original, and many others. I also write the agency e-newsletter, The Front Burner, and blog, Tenacious Plate.

Let's Chat Snacks blog for Mondelez: **270% increase** in average time on site, 140, 383 impressions, 3,745 clicks.

Associate Copy Director, Conair LLC, Stamford, CT

2019 – 2022

Led in-house team and outside freelance resources for copywriting, proofreading, and translation, ensuring B2C, B2B, and corporate communication initiatives. Upbeat and uplifting presence with an infectious enthusiasm for getting results across marketing channels.

Copy Lead, Conair LLC, Stamford, CT

2016 – 2019

Wrote and conceptualized a broad spectrum of B2C and B2B communications, including retail packaging, in-store signage, print ads, brochures, editorials, videos, web content, corporate collateral, sales conference materials, and social posts.

Creative Director, Education Dynamics, Hoboken, NJ

2013 – 2015

Led creative team (5 staff members + freelance talent pool) to boost enrollments through multiple marketing channels for the industry leader in student recruitment for colleges and universities. Streamlined processes, increased productivity, and created a results-driven culture based on cross-departmental collaboration.

Education Connection DRTV campaign: **+40% CVR**.

Senior Manager, Marketing Content and Concepts, Lot18, New York City

2012 – 2013

Wrote branded, response-driven copy and leveraged direct response expertise to boost wine club memberships across marketing channels. Tailored messaging for wine enthusiasts and generated interest in wine exploration.

Senior Copywriter, Corporate Communications, Healthfirst, New York City

2012 – 2012

Wrote and ideated a broad range of print and digital communications for internal and external audiences--everything from the employee newsletter and articles for the company magazine to press releases and human resources collateral.

Creative Director, Copy and Content, FYI Direct/Vertrue, Norwalk

2011 – 2012

Led creative team to drive conversions for credit and identity protection membership programs. Managed and developed direct reports, guiding copy and content for a wide variety of print and digital marketing materials.

Senior Copywriter/Manager, Vertrue, Norwalk, CT

2007 – 2011

Spearheaded copy development and managed workflow and staff to increase conversions and retention for a wide variety of membership programs, including personal finance, shopping and entertainment, and identity protection.

Senior Copywriter, Time Inc., New York City

1997 – 2007

Provided best-in-class copywriting, conceptualization and client development for the full-service internal agency serving the Time Inc. magazine portfolio, as well other Time Warner products and services.

Won three Time Inc. Awards and two industry awards for breakthrough creative.

Copywriter, Publishers Clearing House, Port Washington, NY

1995 – 1997

Wrote copy and strategized ways to beat control for the leader in sweepstakes-based direct marketing. Established a firm foundation in direct response tactics and conversion-generating creative strategies.

EDUCATION

M.S. Communication Studies (Concentration: Organizational Communications), College of New Rochelle (Now Mercy College), Dobbs Ferry, NY

2004 – 2007

Graduated with highest honors.

B.S. Journalism, Mercy College, Dobbs Ferry, NY

1991 – 1994

Graduated with highest honors.

LINKS

[Conair Copy Team](#) [Linkedin Profile](#) [Portfolio](#) [Tenacious Plate](#)

SKILLS

Leadership

Content Marketing

Content Strategy

Direct Mail

Content/Copy Writing

Direct Response

Digital Marketing

Membership Marketing

AWARDS

2019 GDUSA Award: Waring Commercial Product Catalogue

2010 WebAward: Shopping Standard of Excellence, for Shopping Essentials+

2010 Internet Advertising Competition (IAC) Award: Outstanding Achievement for FreeScore.com Advertising Campaign

2009 WebAward (two categories): Catalog Standard of Excellence and Shopping Standard of Excellence for SavingsAce.com

2006 DMA Bronze International ECHO Award: Entertainment Weekly Postcard Retention Program

2005 DMA Bronze International ECHO Award: Entertainment Weekly Insider Movie Screening Campaign

2005 Time Consumer Marketing Achievement Award: School Plan Research, Promotion, and Sales

2004 Time Consumer Marketing Achievement Award: For New Golf Magazine Renewal Series

2002 Time Consumer Marketing Achievement Award: For Development of the Fundraising Channel

REFERENCES

Just say the word. I can provide plenty.