

# VINCENT “ENZO” CESARIO

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CREATIVE DIRECTOR | COPYWRITER

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## CONTACT

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<https://enzothecreative.com>

## SKILLS

Project Management  
Content creation  
Communication  
Creativity  
Strategic thinking  
SEO Copywriting  
Ai Assisted Writing  
Product Naming  
Proofreading

## EDUCATION

Art Center College of Design  
BA in Advertising

UC Irvine  
BA in Studio Art

## PROFILE

Senior Copywriter, utilizing my 10+ years of experience in creating and executing successful marketing and advertising campaigns, developing engaging content, analyzing and reporting on campaign performance, and staying up to date with the latest trends and best practices in digital, social and ai assisted communication. My goal is to increase brand awareness, engagement, sales and conversion rates while delivering exceptional results and exceeding goals for the company.

## EXPERIENCE

The Good Kind of Crazy,

### 2018-2024

Conceptualized the creative vision for an array of iconic Mattel brands, leading internal teams of copywriters to deliver on-brand voice for traditional and digital advertisements. Devised product advertising campaigns that utilized digital, social, influencer, and traditional channels, turning insights into on brand creative concepts. Partnered with brand managers to create campaigns that consistently increased sales and brand awareness. Oversaw storyboards, video productions, and digital rollouts, ensuring everything synced with brand guidelines and campaign goals.

The Wonderful Company

### 2013-2018

Crafted and rolled out integrated marketing campaigns across various channels, boosting brand recognition, engagement, and loyalty for a host of in-house brands. Collaborated with art directors, designers, marketers, and brand managers to dream up and execute campaigns in line with brand objectives. Produced an array of content—web copy, email campaigns, articles, social media posts, newsletters, product names, copy, and video scripts; all with a consistent brand voice. Juggled multiple projects, keeping everything on track and on time, ensuring high quality, even when the pace was frantic.

## PREVIOUS WORK EXPERIENCE:

Wieden and Kennedy, FCB, Eleven Inc., DGWB, Ayzenberg Group, The Bomb Factory