

# Dan Finkelstein

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## Interesting things about me:

I read about 200 books per year and I'm deeply committed to personal and professional development. At the office, I show up with a smile on my face, ready to work hard, and striving to help my team be even more successful.

Outside of the office, I like to challenge myself physically with GORUCK events, yoga, or even a Wim Hof style experience. I love learning new things, spending time with my family, and finding the best-hidden food spots in Orange County.

## EDUCATION:

California State University Long Beach, Bachelor of Arts in Communications Studies (2001 - 2004)

## WORK EXPERIENCE:

**Gym Launch Secrets** *Copywriter* 03/2020 - Current

- Creating ads, landing pages, and other assets focused on booking sales calls
- Leading creative strategy meetings to forecast content needs of the department
- Analyzing market feedback to create higher converting assets
- Writing a high volume of Facebook ads for gym/fitness clients as an agency partner
- Team trainings and learning intensives designed to boost creativity and maximize output

**WAVE Plastic Surgery** *English Marketing Manager* 03/2019 - 10/2019

- Writing copy for emails, text messages, landing pages, and other conversion-focused mediums
- Developing video scripts for branding, treatment explanations, and viral content
- Streamlining and managing projects with improved workflows and processes
- Managing a creative team to achieve massive goals and boost sales through monthly promotions
- Launching new creative assets to achieve market superiority
- Handling all 3rd party agency relationships and accountability

**ListReports** *Marketing Manager* 06/2017 - 11/2018

- Creating compelling copy for email campaigns, in-product messaging, and user notifications
- Protecting, developing, and honing the brand voice and style
- Crafting strategic marketing assets for onboarding, e-commerce, and to reduce churn
- Producing, scripting, and leading video creation
- Voice over, on-screen performance, and video publishing
- Managing, streamlining, and hosting interactive webinars

**Tom Ferry International** *Social Media & Copywriter* 04/2016 - 06/2017

- Managing the brand, identity, responses, and voice of the #1 ranked real estate coach
- Creating strategic marketing collateral, blogs, and white papers designed to sell and create a direct response
- Producing podcasts, webisodes, and articles for Tom Ferry
- Designing, writing, and proofing internal documents (manuals, training guides, etc.)
- Developing effective email content that drives traffic and engages a massive list of over 200k recipients

**HomeUnion** *Marketing & Copywriter* 06/2015 - 04/2016

- Creating blogs, brochures, and other collateral to increase sales
- Managing ideas from concept to completion for targeted social media and email campaigns
- Writing, editing, proofreading, and designing white papers
- Brand development and corporate storytelling
- Collaborating with creative teams for graphics, research, and website design
- Overseeing content for B2C websites, webinars, and other interactive media

**Allied Modular** *Writer, Marketing, & Social Media* 11/2012 - 05/2015

- Copywriting, content creation, SEO, and marketing for highly niche B2B vertical markets
- Maintaining & creating scheduled communications for social media & email blasts
- Website design and editing through WordPress
- Managing agencies and cross-functional teams to drive sales for the company's four sub-brands

**Future Concepts** *Customer Development* 02/2012 - 02/2013

- Maintaining and managing a large customer database
- Prospecting large government clients (Police, Fire, Military, etc)
- Creating marketing materials and copywriting
- Scheduling product demonstrations in the field and on-site
- Product development, research, and testing

**California Chiropractic Association** *Media & Communications* 10/2009 - 01/2014

- Driving member engagement, growth, and retention through emails, events, and newsletters
- Overseeing the creation of marketing materials and collateral
- Keeping members educated and informed with article curation

**GearPatrol** *Staff Writer* 10/2008 - 04/2011

- Creating tailored content and specialized articles for niche audiences
- Testing and product research (outdoor gear, clothing, etc.)
- Article distribution and sharing through popular social media channels

**VidShadow** *Head of Media Production* 01/2007 - 10/2008

- Managing a skilled production team to meet strict deadlines on creative projects
- Producing content to meet advertisers specifications
- Video editing, photography, product research, product sponsorship, and casting
- Scriptwriting and crafting engaging video descriptions

### **FREELANCE & Contract**

- **83 Bar:** Copywriting for the leading medical marketing agency (2020)
- **Thrive Capital:** Managing the marketing communications team (2019 - 2020)
- **Vivera Pharmaceuticals:** Copywriting for a major website update (2019)
- **Orange County Credit Union:** Video development, branding and voice, creating content for monthly newsletters (2016 - 2017)
- **Placentia Hub Fitness:** Branding, content creation, and marketing (2015)
- **Mumbauer Chiropractic:** Marketing, website development, copywriting, email management, and industry research (2009 - 2014)
- **Chalk Fitness:** Marketing, SEO, copywriting, and competitor and industry research (2013)

**Samples and references available upon request.**