

Daniel DiStefano

Copywriter & Brand Strategist



CONTACT INFORMATION

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EDUCATION

MFA in Fiction
University of Michigan
Ann Arbor, MI
2013

BA in English/Creative Writing
Muhlenberg College
Allentown, PA
2007

FELLOWSHIPS & AWARDS

NYC Emerging Writer Fellow
The Center for Fiction
2016

Zell Fellow
Helen Zell Writers' Program
University of Michigan
2014

International Research Award
Rackham Graduate School
University of Michigan
2012

Colby Fellow
Helen Zell Writers' Program
University of Michigan
2011 - 2013

REFERENCES

Available upon request.

PROFESSIONAL SUMMARY

Highly skilled writer and strategist with over 10 years of professional experience in the fintech, advertising, B2B, B2C, strategy, and healthcare worlds.

WORK EXPERIENCE

SENIOR COPY STRATEGIST | March 2021 - Present

Green Dot Corporation *Remote*

Define, articulate, and maintain brand voices across collateral for various banking brands under Green Dot Corporation.

- Writing: Social media, CRM campaigns, PR Briefs, UX, websites, and more

ASSOCIATE CREATIVE DIRECTOR, COPY | September 2020 – March 2021

MOD Worldwide *Philadelphia, PA*

Managed a small team of writers in concepting, presenting, and delivering copy for some of the world's most renowned Fortune 50 companies.

- Writing: Websites, social media, video scripts, podcast scripts, white papers, newsletters, etc.
- Clients: Comcast, Xfinity, Aetna, CVS Health, and others

SENIOR COPYWRITER | March 2019 – August 2020

MOD Worldwide

Pitched, wrote, and presented concepts, campaigns, strategies, and more.

- Writing: Websites, video scripts, podcast scripts, white papers, newsletters,
- Clients: Comcast, Xfinity, Aetna, MassMutual, Arcudi Wines, and others

COPYWRITER | 2017 –2019

MOD Worldwide

Wrote, presented, and assisted in presentations for ongoing campaigns.

- Writing: Websites, video scripts, podcast scripts, white papers, newsletters,
- Clients: Xfinity, MassMutual, Cengage, and others

COPYWRITER | 2014 -2017

Game Seven Marketing *Brooklyn, NY*

Ideated, strategized, and wrote highly successful DTC campaigns for sports & culture lifestyle brands.

- Writing: Taglines, billboards, emails, video scripts, product descriptions, etc.
- Clients: Nike, Sprite, Beats by Dr. Dre, UNTUCKit, Hennessy, and others

GRADUATE STUDENT INSTRUCTOR | 2011 -2014

University of Michigan *Ann Arbor, MI*

Designed and taught undergraduate-level composition & creative writing courses, advised on senior creative theses, and partook in foundation of university letterpress.

FOREIGN CONTRACTS COORDINATOR | 2009 -2011

Janklow & Nesbit Literary Associates *New York, NY*

Directed the Foreign Rights Team in drafting, proofing, and sending contracts and timely correspondence between agents, authors, and foreign publishers.

EDITORIAL ASSISTANT | 2007 -2009

Canteen Magazine *Brooklyn, NY*

Reviewed submissions from the slush pile, edited accepted work, implemented advertising strategies, and solicited literary agents for material.