

Lea San Martano

About Me



Email

Lsanmartano@gmail.com

Portfolio

Leasanmartano.com

Skills

Video Editing
(Premiere Pro & After Effects)
Photoshop

Published

Huffpost
CuriosityShots
The Haven

Experience

SENIOR COPYWRITER | MRM

Remote | March 2023-Present

- Collaborated with an art director to write and produce social media ads
- Managed client feedback as a leader on the brand
- Led client presentations

COPYWRITER | LIPPE TAYLOR

New York, New York | Sept 2021-Oct 2022

- Contributed to the conceptual direction across different media
- Worked closely with art directors and video editors from brainstorming to execution
- Clearly presented ideas to the team and clients

Brands: One A Day, Lotrimin, Aspirin, Waterloo, Cetaphil

COPYWRITER | THE BAM CONNECTION

New York, New York | May 2020-Sept 2021

- Wrote clear, concise content for branded campaigns across TV, radio, social media, and websites
- Developed company names and defined brands' tone of voice
- Launched new apps and wrote user-interface content for websites

Brands: First Response, Riunite, RepHresh, Replens

SCRIPTWRITER | YOUTUBE

New York, New York | March 2020-May 2020

- Wrote 10-minute-long YouTube video scripts that were delivered at a fast pace

COPYWRITER INTERN | UNITED ENTERTAINMENT GROUP

New York, New York | January 2020-March 2020

- Concepted on larger campaign ideas and content to create smart partnerships and activations
- Assisted in developing presentations within Google Slides, Keynote, and PowerPoint

Brands: Snapple, Absolute, BMW, Marvel, ASICS

FREELANCE WRITER | QNARY NETWORK

New York, New York | June 2019-September 2019

- Monitored daily social trends for reactive content opportunities for varying clients

Brands: AccuWeather, Novus Media, Seattle's Children's Hospital, Copper Union

Education

University of Florida | B.S in Advertising 2017

Miami Ad School | Copywriting 2020