



# Gareth K. Bennett

Highly skilled Senior Copywriter with extensive experience in crafting impactful and persuasive content. A passionate creative whose primary focus is on story and how it can help deliver a message. Excels at crafting unique brand voices, creating captivating content, and weaving compelling, narrative-driven copy. On the hunt for a team of focused, like-minded individuals to support in making clients happy. But also who share a common aspiration to impact the world positively, in short, to help make the world better.

**Motto:** Ideas, Wonder, Laughter, Repeat.



## Contact

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## Experience

### Senior Copywriter SD Marketing

2023 – present IRWINDALE, UNITED STATES OF AMERICA

- Managed the development of newsletters, blogs, social posts, and website copy for a diverse portfolio of clients, boosting sales and driving traffic.
- Created content for clients according to their brand voice, messaging, and SEO needs.
- Planned and executed innovative strategies for ranking and visibility on search engines.
- Built and maintained strong client relationships by communicating openly, exceeding expectations, and building trust.

### Copywriter and Proofreader Delante Media

2022 WARSAW, POLAND (REMOTE)

- Developed and edited SEO-friendly content for clients (e.g., WIX, Adobe) that adhered to brand messaging.
- Provided exceptional quality and timely delivery of all projects.
- Consistently exceeded clients' expectations, leading to ongoing collaboration and repeat business.

### Copy Director Sony Pictures Entertainment (SPE)

2010 – 2014 CULVER CITY, UNITED STATES OF AMERICA

- Created distinct brand identities for three award-winning cable channels (Sony Movie Channel, getTV, and Cine Sony.)
- Wrote over 500 on-air commercial spots, conceptualizing and managing multiple projects weekly.
- Generated over 4.2K individual social media posts (Facebook, Twitter) and email newsletters that boosted viewership and increased web engagement.
- Collaborated directly with the creative and marketing teams, ensuring consistency, cohesion, and quality.

### Copywriter and Content Editor CBS Interactive

2018 – 2019 IRVINE, UNITED STATES OF AMERICA

- Developed and copy-edited product descriptions for national websites (e.g., Staples.com), ensuring impeccable grammar, consistency, and brand guidelines.
- Adapted easily to expectations, style preferences, and operational procedures.
- Demonstrated exceptional ability to meet and surpass productivity targets by consistently delivering high-quality written content within tight deadlines.



## Experience

### Freelance Writer, Social Media Marketer, Dad Multiple Clients

2014 – present

- Provided creative solutions to clients from various industries, providing services such as social media marketing, content creation, and screenwriting.
- Managed the social media content creation for several clients, generating views and increasing subscribers and viewership.
- Wrote ten full-length screenplays and TV pilots, covering a wide range of genres, including horror, science fiction, thriller, and action, serving as a for-hire writer and ghostwriter.
- Wrote and published an unconventional, surreal comedy titled "The Full Howie," published by Rooster Republic Press.



## Education

### Film Studies | Bachelors Ryerson University

2004 – 2008 TORONTO, CANADA



## Skills

#### - CREATIVE

Creativity

Script writing

Video editing

Adobe Creative Suite

#### - STYLE

Positive attitude

Active listener

Ideation

Self motivated