

GARETH K BENNETT

SENIOR WRITER / PRODUCER

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EXPERIENCE

Senior Copywriter | iKrusher Inc | Arcadia, CA

2024 to Present

- Ongoing creation of engaging blogs, social media content, and website copy to strengthen brand presence.
- Development of persuasive video scripts tailored for diverse marketing campaigns.
- Delivered compelling catalog copy and designed standout materials for tradeshow booths.
- Works closely with a fast-paced team, creating SEO-friendly content that boosts engagement and sales

Senior Copywriter | SD Marketing | Irwindale, CA

2023

- Created numerous newsletters, blogs, social posts, and website content for myriad national clients.
- Partnered directly with clients to craft SEO-optimized copy that seamlessly reflected their distinctive brand voice and messaging.

Copywriter and Proofreader | Delante Media | Remote

2022 to 2023

- Refreshed copy for client website, creating SEO-friendly content aligned with brand voice and messaging.
- Generated trust, delivering ahead of timelines and with exceptional quality, resulting in high satisfaction and a long-term client relationship with repeat business.

Copywriter and Content Editor | CBS Interactive | Irvine, CA

2018 to 2019

- Wrote and copy-edited hundreds of product descriptions for a major online office retailer, integrating feedback to come quickly up to speed on expectations, style, and processes and achieve productivity targets.

Copy Director | Sony Pictures Entertainment (SPE) | Culver City, CA

2010 to 2014

- Established distinct brand identities for three award-winning cable channels, cultivating a friendly yet authoritative voice and creating a brand bible to document standards and ensure ongoing consistency and quality.
 - Wrote 500 on-air commercial spots, developing concepts and balancing multiple projects weekly to bring together the vision of the creative and marketing teams for SPE and subsidiaries, including Sony Movie Chanel, getTV, and Cine Sony.
 - Developed 4.2K individual social media posts and email newsletters, creating and pitching multiple options to the marketing team, each offering a unique approach and energy.
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ADDITIONAL CAREER HIGHLIGHTS

Director, Television Advertising | Brand Power and Primitive Pictures, Buchanan Group | Toronto, Ontario
Director and Producer | Stress Fracture Films | Toronto, Ontario
Acting, Lead and Principal Roles | Multiple Production Companies | Toronto, Ontario

EDUCATION:

Bachelor of Arts - Film Studies
Ryerson University
Toronto, Canada
(Specialized in filmmaking, writing for film, and directing.)

KEY SKILLS

Copywriting	Content Creation	Social Media Marketing
Screenwriting	Film and Television Production	Creative Collaboration
Brand Messaging	Project Coordination	Client Relations