

Portfolio <http://davidzenor.com>

Work History

Amazon (Ring) Crafted concepts and wrote PDP copy for all retailer websites that carry Ring products. Additional responsibilities included copy for POS displays, digital assets, banner ads, retail guidelines and the Ring house exhibit for CES 2022 and 2023.	2021-2022
Patient Fi DN Design Raptic Strong Hampton Products Wrote copy for websites, social media, and video scripts for a variety of clients and products.	2020
Pure Gear Developed the creative voice for the new website relaunch and wrote copy for monthly blogs, displays, and packaging.	2019
Drinks.com Composed persuasive monthly copy for wine club's direct mail brochure, letter, insert and envelope.	2019
Anyone Agency Wrote copy for website and consumer-facing social media—retaining the voice of high-end brands.	2019
Giant Propeller Digital Agency Maintained an authentic brand voice for an array of clients, along with composing copy for Facebook, Instagram, carousel ads, video scripts, and emails designed for target audiences.	2018
Kern Agency Created copy that upheld and affirmed the brand voice for DirecTV Now, DirecTV, AT&T, and American Express, as well as composing copy for digital pieces, emails, and direct mail.	2018
Irvine Company Resort Properties Wrote all copy phases for numerous luxury brands' direct email programs.	2017
Belkin Developed concepts and copy for all phases of new product launches, in addition to sales sheets, packaging, master docs, web pages, emails, social media, print ads, video scripts, and social media that exemplified Belkin's tone and voice.	2016-2017
Sport Chalet Managed and wrote copy for their direct mail program, website, and digital assets, while providing supportive copy in CTAs, radio, video scripts, and print materials. Collaborated with Yesmail to build and proof emails, which increased open rates by 10%.	2014-2016

Writing Experience

The Perfect Jennifer (film) Writer, Director, Producer	2006
Casting Billy's Couch (stage play) Writer, Producer	2004
Stand-up comedy Writer, Performer	1999-2009

Education

The Book Shop Portfolio School Los Angeles, CA	2013
Indiana University Bloomington, IN Bachelor of Arts, Telecommunications Bachelor of Arts, Theatre and Drama	