

Adrienne Lusby

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Senior Copywriter | Associate Creative Director: Copy | Head of Copy

Award-winning marketing creative with exceptional storytelling skills and a history of successful campaigns in film and television advertising and Fortune 500 tech marketing. Expertise in integrated marketing and branding across all platforms. Excels at crafting compelling messaging, high-concepts, sharp taglines, engaging website content, UX/UI, video copy, long-form narratives, and book material. Capable and experienced at guiding teams, working independently, and collaborating at all levels. Able to apply talents in diverse sectors and thrive in new settings. Willing to relocate for the right opportunity.

EXPERIENCE

Freelance | October 2023 – Present

Senior Copywriter • Creative Consultant

Somnio | January 2022–October 2023

Senior Digital Copywriter | Associate Creative Director (ACD) | Senior Copy and Content Editor

- Seamlessly transitioned from entertainment marketing into tech marketing, earning recognition with AMCP's 2023 MarCom Platinum Award for "onsemi Global Recruiting Campaign"
- Delivered creative assets to Fortune 500 biotech, boosting revenue by 10% and exceeding Q3 goals by \$1M
- Executed CSR rebrand for Fortune 500 tech firm, boosting employee donations by 96%, volunteer hours by 128%, and raising \$1.7M for charity.
- Improved email performance with A/B copy, increasing click-through rates by 20% and open rates by 43%
- Developed omnichannel campaigns for AT&T, Tripadvisor for Business (SaaS), onsemi, Thermo Fisher, and Schneider Electric
- Wrote video scripts, UX/UI, value props, manifestos, infographics, case studies, web content, emails, social, and pitch concepts

Freelance | October 2018–December 2021

Senior Copywriter | Creative Strategist • Film and Television Marketing

- Crafted copy for \$100M film campaigns spanning print, trailers, TV, and digital, driving record-breaking box office results
- Collaborated with producers, art directors, and editors on 360° marketing campaigns for major clients, including Sony, HBO, Warner Bros, Universal, Netflix, Hulu, and Paramount
- Advised agency writing department, resulting in 87% increase in Print and AV copy on final versions within 3 months

Ignition Creative | October 2016–September 2018

Head Writer | Head of Copy (Creative Director Copy) • Film and Television Marketing

- Spearheaded creation, execution, and deliverables for Copy Dept., increasing productivity by 34%
- Wrote advertising copy for print, trailers, TV, OOH, social, and digital, raising viewership and box-office revenue
- Created compelling print copy featured in 4 feature films, scripted series for Hulu and OWN, 2 HBO documentaries, and Netflix's Emmy award-winning docuseries, Wild Wild Country
- Collaborated with producers and creative directors, innovating across 6+ concurrent campaigns at a time
- Supervised and mentored 2 junior writers who rose to mid and senior-level writing positions
- Clients: Sony, Paramount, Fox, FX, Hulu, OWN, HBO, Netflix, and others

Rock Your Travel (Travel Book and Website) | January 2013–September 2016

Co-Founder | Project and Product Manager | Writer and Editor

- Co-created Amazon #1 Best Seller in Budget Travel Books, managing project, budget, and timeline
- Researched and generated original DTC content for book, blog posts, web pages, emails, and newsletters
- Led book promotion at the L.A. Travel Show, acquiring 2000 new mailing list subscribers

Freelance | January 2013–September 2016

Senior Copywriter | Creative Strategist • Film and Television Marketing

- Delivered copy, concepts, and branding for print, trailers, and TV spots to over 5 entertainment marketing agencies
- Bolstered successful campaigns like "War for the Planet of the Apes" (2016), grossing \$490+M
- Contributed to "Creed" campaign (2015), gaining critical acclaim and \$173M in global box office earnings
- Wrote "The Boxtrolls" (2014) trailer copy, earning \$108M on \$60M budget with award nominations

CAREER HIGHLIGHTS

Intralink Film and Graphic Design

Head Writer | Head of Copy

- Executed campaign copy and concepts on print, trailer, and TV spots for 15+ blockbuster films and series
- Wrote award-winning copy for "Spider-man" setting record for fastest \$100M box office achievement
- Crafted award-winning trailer copy for "Kill Bill" with global earnings surpassing \$180M
- Clients: Sony, Warner Bros, Imagine, Universal, Paramount, Lionsgate, and Miramax

EDUCATION

USC (University of Southern California): Bachelor of Arts (B.A.) English: Literature and Creative Writing; magna cum laude

SKILLS

Copywriting, short form, long form, taglines, video, website, UX/UI, editorial direction, content marketing, content management, content creation, creative strategy, creative concepting, brand marketing, digital marketing, emails, social media, project management, AP Style, Chicago Manual Style, Google Suite, Microsoft Teams, Microsoft Office, Slack, Box, Figma, Trello, Ziflow, (AI) ChatGPT, SharePoint, Calendly, and Loom