



JAMES R. HALLORAN
SENIOR COPYWRITER

CONTACT INFO:

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**BRANDS I'VE
WORKED FOR:**

- WALMART
- ALFA ROMEO
- MICROSOFT
- DODGE
- CITI
- UNITED
- INSTACART
- HEALTHCARE
- GROUPON

EDUCATION

INDIANA UNIVERSITY OF PENNSYLVANIA | 2010
BACHELOR OF ARTS IN JOURNALISM & ENGLISH

THE WASHINGTON CENTER | 2010
CERTIFICATE IN MEDIA & COMMUNICATIONS

THE CREATIVE CIRCUS | 2020
CERTIFICATE IN ADVERTISING COPYWRITING

EXPERIENCE

SENIOR COPYWRITER

NIGHT MARKET | AUG 2023 - CURRENT

Accounts: United Healthcare, HealthMarkets, and United Healthcare Hearing.

Pitch Work: Atlantis Resorts, SharkNinja

SENIOR FREELANCE COPYWRITER - (CONTRACT)

DIGITAS | JUN 2023 - AUG 2023

Accounts: Walmart Money Center, Walmart Weekly Meals, Walmart Holiday, and the Walmart+ app.

SENIOR FREELANCE COPYWRITER - (CONTRACT)

MICROSOFT | SEPT 2022 - MAY 2023

Accounts: Microsoft 365, Azure, Power Automate, Teams, and GitHub.

SENIOR COPYWRITER

RAZORFISH | AUG 2022 - APR 2023

Stellantis: Alfa Romeo, Dodge, Jeep, and Wrangler.

Citi: Citi Global Wealth at Work, Citi HYSA, Citi Credit, and the AAdvantage Miles partnership.

SENIOR FREELANCE COPYWRITER - (CONTRACT)

INSTACART | APR 2022 - JUL 2022

Accounts: Wrote sponsored emails for Pepsi, Diageo, Petco, BJ's Wholesale Club, Walmart, and White Claw.

ECOMMERCE COPYWRITER

TRAFFIC JAM | JUL 2020 - MAY 2022

Accounts: Wrote landing pages, upsells, product descriptions, product videos, banner ads, web content, blogs, and more for various ecommerce brands. Also managed and delegated tasks to freelancers.

FREELANCE COPYWRITER - (CONTRACT)

GROUPON | SEPT 2021 - DEC 2021

Accounts: Wrote copy for various online promos, sponsored products, and Groupon experiences. Also wrote content for Groupon's blog called "The Gist."

DIGITAL SERVICES CONSULTANT & COPYWRITER

HIBU (YELLOWBOOK) | SEPT 2015 - OCT 2017

Wrote and edited content for several Yellobook customers' websites, digital ads, and SEO.

WEBSITE SPECIALIST & COPYWRITER

1&1 INTERNET, INC.(IONOS) | MAY 2014 - SEPT 2015

Wrote copy for client websites, digital ads, and SEO.