

gregg martini

copy/content writer • director • strategist • ideator • brandtender
stirring things up in marketing & entertainment
greggmartini.com
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intro

Beginning on the account exec. side of advertising and branding, I crossed over to the creative realm and quickly rose up through the ranks of Cincinnati's most prominent agencies as a copywriter before beginning an extensive freelance career, working off- and on-site for about every large creative agency in town (and many out of town), providing copy, content and creative for B2C and B2B in a wide variety of sectors, including CPG, health/healthcare and wellness, medical, financial, technical/scientific, non-profit and even museums and theme parks.

I also helmed my own three-partner agency for seven years, where I was able to amplify and employ my skills as a creative/audio/video director, strategist, ideator and brandtender to push clients to exceed in meeting goals and find unexpected success.

The last several years, I've been on contract PT & FT as a team member for national agencies working on national/global brands while continuing to freelance.

I serve up strong, spirited copy/content and other means for ascertaining, engaging and influencing audiences everywhere along a brand's journey—no matter the mix, media or industry, wherever brands and audiences need to bond with each other.

Writing, directing, strategizing, ideating and brandtending in the marketing AND entertainment worlds, I've served over 250 brands.

workin' presently

gregg martini, straight up copy/content & other creative potencies

copy/content writer • director • strategist • ideator • brandtender—Cincinnati, OH greggmartini.com
Working on- or off-site freelance—whether per project, part/full-time, solo or on a team, or even heading up a crew in a consultancy/producer role—I create for advertising, branding, communications, design & entertainment agencies and even directly with brands.

Highlights & accomplishments:

- Being part of the Western & Southern Open marketing team from 2013-18, helping to form annual campaigns and solutions (TV, radio, digital, print) and create the tournament museum at the Lindner Family Tennis Center
- Eight-year partnership with Willow Design specifically to serve Johnson & Johnson's Ethicon Endo-Surgery with advertising and internal communications
- Working directly for P&G since 2004 that included DRTV, event & video projects for corporate communications/recruitment; brand development & re-positioning; and envisioning new ways global consumers can interact with brands

pastly

Wunderman Thompson/St. Louis Senior Copywriter/Contract

Worked on different in-house teams primarily in a direct results capacity providing direct mail, email, social media, paid search and more for a variety of Blue Shield & Cross companies' Medicare marketing divisions, including California, Michigan, Louisiana, as well as John Hopkins and others.

Grey Midwest Senior Copywriter/Freelance, FT

Worked on different in-house teams providing email, LPs and social media for McCormick, Haag-Streit/USA Medical Devices and AARP and AARP Foundation; and eCommerce for Energizer flashlights and Armor All

Proximity/Barefoot Senior Copywriter/ Freelance, FT

Worked on different in-house teams providing emails and ecommerce for a variety of MARS pet food brands

INWK creative—Cincinnati, OH Senior Writer **inwk.com**

The North American creative team for InnerWorkings out of Chicago, worked primarily with Gannett Media, the U.S.'s largest news content publisher. Provided print, email, social media and other digital strategy and creative for Gannett's outlets across the country and USA TODAY. Also provided these solutions for McKesson, Choice Hotels, Feeding America and Kroger.

Highlights & accomplishments:

- Keeping Gannett media outlets vital to a waning global print audience while working to engage new audiences around the pubs' digital offerings with digital outreach
- Providing Kroger store chains with a successful year-round worker safety program

pauir athletic apparel—Bellevue, KY Creative/Marketing Director (PT)

pauirathleticapparel.com

In this part-time position, developed brand for new women's apparel business built around the flagship offering of the world's first workout top designed for women affected by breast cancer. Included revising business plan, developing brand guidelines and assets, developing marketing program & agendas and directing & developing creative and promotional elements (event, web, social media, content, video, PR, B2B sales program, etc.)

Highlights & accomplishments:

- Creating a successful Kickstarter and social media campaign that scored the targeted financing needed to help fund the first manufacturing round
- Promo campaign to local media that resulted in interviews with most local TV stations
- A press release that garnered a major magazine mention that quadrupled (if not more) monthly sales for well over a quarter

possible (now GreyMidwest)—Cincinnati, OH Senior Copywriter

During my temporary, full-time six-month assignment, I was lead writer for Downy during the laundry brand's repositioning. I helped develop the new brand voice and generated copy, concepts and content for websites, social media, ecommerce, digital equities, etc., for the heritage and sub-brands.

PUSH brandvertising & design—Cincinnati, OH Founder/VP—Mktg. Dir./Assoc.

C.D./Writer

Developed brands, rebranded others and guided all, providing unbounded strategic creativity to push all beyond expectations. Managed creative staff, a.e.s, vendors and clients all throughout the project process and client relationship, devising strategic creative plans for positioning and growth.

Clients included: Aurora Casket Co., Christian Moerlein Brewing Co., CR Brands (Biz, Oxydol, etc.), Cincinnati Chamber Orchestra, Dewey's Pizza, General Cable, Jean-Robert Restaurant Group, KAO Brands, Macy's, The Mayerson Family Foundation, OTR Brewery District and P&G Professional and Meetings 360.

Highlights & accomplishments:

- Rebranded the crematory and urn division of Aurora Casket Co., spurring an industry wide revolution in how this category is positioned and marketed
- Relunched the Jergens heritage brand into the conservative Middle Eastern market as a contemporary, glamorous and necessary component of women's skincare regiment
- Developed a repositioning plan for the BIZ laundry booster brand that targeted the male market, ignored in the laundry sector up to that point
- Created, developed and branded DewMore, Dewey's Pizza's community outreach program

Barefoot Advertising—Cincinnati, OH Copywriter **barefootproximity.com**
Clients included: AT&T Mobility, Enjoy the Arts, Evercare, Kindervelt, P&G.

Highlights & accomplishments:

- Worked with P&G's Home Made Simple brands to salvage their equity in a movie licensing arrangement when the movie soured at the box office, building a successful new brand-tie in concept via a large-scale, multi-media sweepstakes and loyalty program (resulted in P&G's first FSCI to break from long-standing traditional template)
- Helped create new corp. ID for Cingular Wireless, now AT&T Mobility

Loren/Allan/Odioso Advertising, Inc.—Cincinnati, OH Copywriter

Clients included: Belterra Casino Resort, Check 'n Go, Drake Center, Ethicon Endo-Surgery, Indiana Civil Rights Commission, United Way of Cincinnati.

Highlights & accomplishments:

- Helped conceptualize, write and direct the corporate fund-raising film that partnered with the agency's award-winning TV spots for United Way's annual campaign
- Created billboard campaign for the Drake Center that was co-opted and resurrected by new owner U.C. Health ten years later

DesignCrew, Inc.—Cincinnati, OH Copywriter/Account Exec.

Clients included: Children's Home of Cincinnati, Fabritec International, The Longaberger Company, Robbins Sports Surfaces.

Highlights & accomplishments:

- Repositioned Robbins Sports Surfaces as the world's #1 sports floor manufacturer
- Assisted in developing tools to help Fabritec In'tl's drycleaning sector thrive at the onset of the business casual revolution and monumental downturn in drycleaning (***Samples of above are available upon request if not already in portfolio***)

schoolin'

University of Cincinnati

College of Business—Bachelor of Business Administration with emphasis in Marketing; Professional Practice Achievement Certificate

entertainin'

In addition to providing concepts and content for corporate entertainment/events and themed-entertainment companies, have extensive experience in regional original and cover band markets as drummer/vocalist/music director/producer/writer/stuntman, including founding **gravy8**, a past nominee for Cincinnati Entertainment Awards New Artist of the Year. Currently in Cincinnati's premier '70s showcase band, **Gee, Your Band Smells Terrific** and newly formed original band, The Poppycocks.

Rotondo Fuscaldo Films—Founder/Producer/Creative Director.

Bringing the story of Newport, Kentucky's infamous run of vice and corruption to streaming glory as our flagship project, "SinTucky. B4 Vegas."

websitin'

greggmartini.com

portfolioin'

www.dropbox.com/sh/hOghmcellf6m9I9/AACMYy7MOSom_F13jJV_dJjea?dl=0

testimony-in

"Gregg conducted brainstorming sessions with us when we re-branded our publication, and also helped shape a season brochure for the Cincinnati Chamber Orchestra when I was executive director. What he brought to these projects was boundless positive energy and a seemingly limitless flow of ideas. You can't help but be inspired. But Gregg also senses when to rein things in, how to assess where things stand, and then formulate meaningful next steps. He's always a pleasure to have as a creative partner."

—**Thom Mariner, Co-publisher "Movers & Makers" Magazine and former Executive Director of the Cincinnati Chamber Orchestra (513.543.0890, tmariner@moversmakers.org)**

"As a producer /manager of corporate video and events, I've called on Gregg many times

over the past 20+ years to partner on projects. An experienced, creative professional, he works magic on content to bring key messaging to life in an engaging manner. I love working with Gregg because of his extensive creative experience, writing background and how he crafts each project with the overall objective in mind. So whether it's straight forward business content, creating a story around complex training content, or bringing corporate event themes to life, Gregg is great to work with—flexible with the style and tonality needed for each project's target audience.”

—Traci Dunn, Dunn Productions and former Manager of P&G Visual Communications & Design Department (513.780.6109, dunntracim@fuse.net)

“Aurora Casket engaged PUSH to create a strategy foundation for the cremation solution that we offer to funeral professionals nationally. They created for us what became known as ‘Journey’ which was, and still is, the most innovative and progressive cremation program in the funeral industry. The strategic foundation that PUSH created is still being used to dramatically raise the level of service provided to families by funeral directors across the US. In fact, it is so good that many other companies have copied it. The highest form of flattery.”

—Steve Jones, National Sales Manager, Cremation Solutions, Aurora Casket Company

“We all like to think that we are decent writers. We can punch up copy and write a tagline on the fly. That is, until you enlist “word machine Martini” who has an uncanny ability to find that perfect word, or combination of words that will make you look like a genius. I've worked with Gregg on a number of campaigns and projects and he never fails to bring a spark to the endeavor through his expansive vocabulary and ability to adapt to the exact tone that you are trying to nail.

The real value add that Gregg delivered was the versatility and willingness to contribute to the entire project, and not just the copy portion. I honestly thought I was just getting a copywriter, and I was OK with that. On a whim, I included Gregg in the formative brainstorming and strategic sessions for the various campaigns, and was happy I did. He proved a solid contributor to the process well beyond putting words on paper.”

—Will Sikes, former Marketing Director for the Western & Southern Open (513.461.8911, sikes@fccincinnati.com)