



BEN RADDING

SENIOR COPYWRITER

ME

I write stuff. And I do more than that.

I research. I concept. I start at the beginning, thinking up how we want to speak—and what we want to say. I strategize the best way to reach the audience we want, when we want. I'm the right hand of my art partners, making sure copy and art sit snug together. I'm on set, making sure our vision is brought to life.

When I get home, I write more stuff. Style for *Esquire*. Brand voice decks. Custom content for *Women's Health*. Taglines for big startups. Paid media for insurance companies. A friend's dating profile.

Like I said, I write stuff.

CONTACT

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References available upon request.



EXPERIENCE

2021 - PRESENT

SENIOR COPYWRITER

UNTUCKit

Concept and co-produce brand campaigns in sync with design, photo, and marketing departments.

Write copy for print catalogs, products pages, paid media campaigns, the website, and digital experiences.

Develop branding for web features such as myUNTUCKit.

Manage and mentor the junior copywriter, editing their copy and facilitating their growth.

Own UNTUCKit's editorial platform—writing, assigning, editing, and producing pieces for the publication.

2015 - PRESENT

FREELANCE COPYWRITER

Myself

Craft branding and verbal identities for startups like Pvolve and promotions for larger companies like Fetch by The Dodo.

2017 - 2021

COPYWRITER

Equinox Fitness Brands

Concepted and executed brand campaigns for marketing initiatives and monthly promotions for print and digital media.

Developed branding for new classes, activations, club features, and sub-brands like Project by Equinox and Precision Run.

Worked in sync with art directors, designers, marketers, and project managers to meet creative deadlines.

Pitched and sold big concepts to chief marketing stakeholders.

Created messaging matrices and copy systems for clubs.

2016 - 2017

COPYWRITER

Omnicom Health Group

Researched and wrote branded brochures, websites, social media posts, and video scripts for healthcare clients.

Coordinated and facilitated proper campaign guidelines with the FDA and other regulatory stakeholders.

2013 - 2015

EDITOR/WRITER

Men's Fitness Magazine

Wrote or assigned and edited 10 front-of-book pages in the magazine and managed several verticals of the website.

SKILLS

Branded Copy

Verbal Identity

Brand Strategy

Social Strategy

Microcopy

Paid Social

Shoot Production

Harmonica

EDUCATION

2008 - 2012

Bachelor of Arts, Journalism and Comparative Literature
New York University