

JOSEPH SHIMMY BOYLE

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SUMMARY

Content Creative Director with proven skills in writing, art direction, filmmaking, and web design. 8+ years of experience in creative roles with a deep digital focus. Expert knowledge of enabling technology platforms.

SKILLS

Copywriting/Editing - Brand Strategy - Social Media Marketing
Communications/Email Outreach - Conceptualization - SEO
Web Development - Film Editing - Graphic Design

EXPERIENCE

Copia Interactive, New York, NY

Senior Content Strategist/Copywriter

JULY '11 - PRESENT

- Conceived a total re-brand for the company's consumer site. Art directed all aspects of the re-brand from concept through copywriting, photography, typography, and graphic design.
- Advised VP of Marketing on matters of user engagement, and eventually assumed the whole of his responsibilities upon his departure from the company. Currently acting as de-facto Director of Marketing.
- Led 4-person content team on the creation of all copywriting materials. Monitored and edited all content created, staying true to brand voice.
- Designed marketing campaigns and promotions across all channels, maximizing customer engagement.
- Restructured and streamlined promotional email outreach efforts, re-designing the look of the emails and establishing a universal design, resulting in increased efficiency and higher email open rates.
- Compiled and analyzed sales data for strategic usage, subsequently launching a customer appreciation campaign, bolstering positive brand association and increasing customer loyalty.

Sonic Panther, New York, NY

Brand Consultant

JAN '12 – AUG '12

- Consulted on branding for the company from its infancy, advising on logo design, customer engagement, social media presence, and creation of outrageous novelty merchandise.
- Conceived and implemented a promotional silent disco in which the songs were crowd-sourced via a reddit-style upvote/downvote system, so that each song played was the song that the entire collective of people most wanted to hear.
- Company sold to Songza in mid-2013.

Velocity IS, Oakland, CA

Copywriter / Web Developer

OCT '09 – JULY '11

- Utilized web development skills to build custom websites for clients.
- Generated SEO copywriting in order to drive traffic to client websites.

Freelance Writing

Copywriter / Web Developer

JAN '06 – JULY '10

- Generated SEO copy for MadeFreshly.com.
- Composed music reviews for The Tune Music and MuzikReviews.com.
- Blogged for RISK, a popular storytelling podcast and stage show in Los Angeles and New York City.
- Wrote lifestyle, informational, and how-to articles on a wide range of subjects for the websites: Home and Garden Ideas, Money and Business, and Beauty & Style.

TECH KNOWLEDGE

Microsoft Office suite; Adobe CS6: Photoshop, Illustrator, InDesign, Premiere Pro; Dreamweaver; After Effects; XHTML and CSS3; MailChimp; Constant Contact; Wordpress; Komodo 8.5; Maya 2015;

EDUCATION

BA, Modern Literature, University of California, Santa Cruz, 2006.