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| A person looking at the camera  Description automatically generatedTom MangioneCreative Director & CopywriterFull Name: Peter Thomas Mangione JrReston, VA, United States703-282-1579[https://tommangionecreative.com](https://tommangionecreative.com/)tommangione@gmail.com |
| ProfileI’m a seasoned copywriter with agency experience as a creative director and a digital content producer. I live for thinking up new ideas to solve client problems and making them happen.Employment HistorySenior Copywriter, Weber Shandwick, Washington D.C.July 2021 — PresentDeveloped copy and creative for CDC Flu, HealthCare.gov, Vaccines.gov • Won National Geographic Society pitchFreelance Copywriter, Washington D.C. AreaAugust 2019 – July 2021Provided content copywriting for websites, blogs, emails and landing pages. Creative Director & Head of Flare BBDO, ShanghaiJuly 2018 — August 2019Led a team of producers, editors and motion designers to create digital content for Mars Wrigley • Won Goodyear tires pitch • Award-winning work for Alibaba • Wrote brand-defining copy for DisneyCreative Director at Flare BBDO, ShanghaiOctober 2017 — July 2018Supervised creative development with a team of producers, editors and motion graphics artists • Creative lead on projects for Daktarin and Johnson & JohnsonHead of English Copy at BBDO, ShanghaiApril 2016 — October 2017Creative lead for business-boosting work with Raid • Award-winning work for Visa • Mentored junior copywriterEnglish Copywriter at BBDO, ShanghaiMay 2014 — April 2016Award winning work for Master Kong • Won Shanghai Disney Resort pitchAcademic Coordinator at ChinesePod, ShanghaiSeptember 2012 — May 2014Developed marketing materials • Hosted podcasts on Chinese language and cultureExecutive Editor at Shanghai Talk Magazine, ShanghaiOctober 2011 — September 2012Authored and edited articles on hotels, F&B, music and art • Mentored junior writer | Awards[“Watch Out for this Woman” –Alibaba](https://tommangionecreative.com/portfolio/watch-out-for-this-woman/)Bronze, One Show Greater China Public Service & CSR, 2019[“The Chase” – Visa](https://tommangionecreative.com/portfolio/the-chase/)Bronze, APAC Effies Branded Experience, 2016[“The Reunion of Noodles and Soup” – Master Kong](https://tommangionecreative.com/portfolio/the-reunion-of-noodles-and-soup/)Gold, Spikes Asia Branded Content, 2015**Education**B.A. Philosophy, B.A. EconomicsGeorge Mason University, 2006Links[Portfolio](http://tommangionecreative.com)[LinkedIn](https://www.linkedin.com/in/tom-mangione-creative/)SkillsMicrosoft Office SuiteIllustratorPhotoshopPremiere ProAfter EffectsWordpressWeChatLanguagesMandarin ChineseHobbies / Music[Ho-Tom the Conqueror](https://ho-tomtheconqueror.bandcamp.com/)  [Parachutes on Fire](https://parachutesonfire.bandcamp.com/releases)  [The Horde](https://thehorde.bandcamp.com/) |