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| A person looking at the camera  Description automatically generatedTom Mangione  Creative Director & Copywriter  Full Name: Peter Thomas Mangione Jr  Reston, VA, United States 703-282-1579  [https://tommangionecreative.com](https://tommangionecreative.com/) [tommangione@gmail.com](mailto:tommangione@gmail.com) | |
| Profile I’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 — Present  Developed copy and creative for CDC Flu, HealthCare.gov, Vaccines.gov • Won National Geographic Society pitch Freelance Copywriter, Washington D.C. Area August 2019 – July 2021  Provided content copywriting for websites, blogs, emails and landing pages. Creative Director & Head of Flare BBDO, Shanghai July 2018 — August 2019  Led 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 Disney Creative Director at Flare BBDO, Shanghai October 2017 — July 2018  Supervised creative development with a team of producers, editors and motion graphics artists • Creative lead on projects for Daktarin and Johnson & Johnson Head of English Copy at BBDO, Shanghai April 2016 — October 2017  Creative lead for business-boosting work with Raid • Award-winning work for Visa • Mentored junior copywriter English Copywriter at BBDO, Shanghai May 2014 — April 2016  Award winning work for Master Kong • Won Shanghai Disney Resort pitch Academic Coordinator at ChinesePod, Shanghai September 2012 — May 2014  Developed marketing materials • Hosted podcasts on Chinese language and culture Executive Editor at Shanghai Talk Magazine, Shanghai October 2011 — September 2012  Authored 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. Economics  George Mason University, 2006 Links [Portfolio](http://tommangionecreative.com)  [LinkedIn](https://www.linkedin.com/in/tom-mangione-creative/) Skills Microsoft Office Suite  Illustrator  Photoshop  Premiere Pro  After Effects  Wordpress  WeChat Languages Mandarin Chinese Hobbies / Music [Ho-Tom the Conqueror](https://ho-tomtheconqueror.bandcamp.com/)  [Parachutes on Fire](https://parachutesonfire.bandcamp.com/releases)  [The Horde](https://thehorde.bandcamp.com/) |