

ADAM PASULKA

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Experience

NSG/SWAT – ACD Copy **(NSGSWAT.com)**

May 2018 – Present

- Oversaw dozens of TV, OOH, social and web projects for Goldman Sachs, Wheels Up, EleVen by Venus Williams, Zeel, 1 Hotels, Kaleidoscope CBD, AYR THC, IWBI and more.

OXO – Freelance Copywriter **(OXO.com)**

April 2017 – July 2019

- Tasked with crafting Amazon A+ pages for the home-supply giant, reinforcing brand image and increasing online sales.

BOND – Copywriter **(BondCollective.com)**

July 2016 – April 2017

- Boutique NYC coworking spaces. Hired to sharpen sales copy and build brand voice.
- Helped all four locations reach near-capacity. Grew company presence and status via social media and custom merch.

BIRCHBOX – Freelance Writer **(Birchbox.com)**

July 2014 - December 2014

- Tasked with increasing interest in individual products on Birchbox.com.
- Wrote descriptions for 50+ items, adding sales beyond the brand's primary revenue source.

SS+K – Freelance Writer **(SSK.com)**

June 2014

- Hired to work with financial services giant E-Trade.

- Conceived and scripted 40 social posts introducing a new suite of digital retirement tools.
- Authentically applied E-Trade's voice to social, engaging a young, untapped demographic.

MOTHER – Freelance Writer **(MotherNewYork.com)**

May 2014

- Brought on to service 1 Hotels, an eco-friendly luxury hotel group. Created initial manifesto and contributed to brand book.
- Drew on early direction to craft web copy for all locations, ensuring that 1Hotels.com reflected physical destinations.

FRANK151 MEDIA GROUP – **Editor In Chief (Frank151.com)**

September 2008 - July 2013

- Oversaw 20 issues of the *Frank Book*, a 160-page, quarterly "youth culture" publication (global circ: 50K).
- Produced 40+ digital videos.
- Managed Frank151's social media outlets.
- Wrote and edited hundreds of site features while managing 20+ regular contributors.
- Planned and hosted *Frank Book* events at Barnes & Noble, Nike "Motel NoTell" and more.

BON USA – Business **Development (BON-USA.com)**

June 2006 - July 2013

- Frank151's sister agency. Completed RFP's for Coca Cola, New Balance, Target, New Era and others, growing client roster.
- Concepted non-traditional events for Toyota Scion, Target, Sailor Jerry, G-Shock, Burton

and Vans, building brand loyalty and driving product sales.

- Managed international research projects for CAT, Burton, Scion and others.
- Crafted copy on behalf of the above clients.

PROTEIN – Editor (Prote.in)

June 2012 - March 2013

- Contributed regularly to Protein's website, the Feed.
- Conducted interviews and wrote for Protein's quarterly print publication, the *Journal*.
- Organized and hosted themed events, drawing hundreds of industry professionals.

Education

NYU – Gallatin School of **Individualized Study**

September 2003 - June 2007

- BA: Interdisciplinary Studies.
- Specific coursework included psychology, creative writing, fine art, Spanish and graphic design.

UCB THEATRE

September 2010 - 2020

Completed 15+ improv and sketch comedy classes to date.

Skills

- Adobe Suite †
- MS Office †
- HTML
- SEO
- Written and spoken Spanish †

† *fluent*

***References available upon request.