

# Frank Nunziata

COPYWRITER

New York, NY

[franknunz@gmail.com](mailto:franknunz@gmail.com)

917-597-7435 mobile

I've enjoyed over a decade of success helping some of the world's largest direct marketers generate hundreds of millions of dollars in revenue. I am currently available for positions that will utilize my proven creativity and marketing expertise in the acquisition and retention of customers, online and in print.

My writing credits also include published humor pieces for magazines and websites as well as creating, writing and pitching original game shows and sitcoms for television.

In addition to my copywriting exploits, I am the founder and owner of a small apparel business that specializes in high-quality, graphic t-shirts designed by artists in Brooklyn and Queens.

## Experience

Freelance Copywriter

[franknunziata.com](http://franknunziata.com)

New York, NY

Dec 2009 - Present

Clients include Getty Images, Intelligence Squared U.S., FreeScore, DebtPlan, Brand Magnet, FYI Direct, SavingsAce, Greater Talent Network, The Wall Street Journal, MyWinesDirect, The Learning Annex, Center For Arts Education and echalk.

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Copy Manager

## Direct Brands, Inc.

New York, NY  
Aug 1998 - Dec 2009

Conceived and wrote dozens of effective direct mail packages, print ads, emails, banners and website features for entertainment products (music, movies, books) resulting in millions of new customers and enormous annual revenue. Developed copy for new business models, brainstormed and collaborated with art directors throughout the entire creative process and hired and managed staff and freelance copywriters.

(Direct Brands, Inc. was formerly known as BMG Columbia House & Bookspan.)

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Copywriter

## Doubleday Direct

Garden City, NY  
Feb 1997 - Aug 1998

Developed and wrote acquisition material for Audiobook Club and a variety of special projects. Garnered the largest percentage increase over a control package in the history of the company.

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Copywriter/Promotions Assistant

## Thomas Regional Directory

New York, NY  
Feb 1996 - Feb 1997

Wrote lively business-to-business advertising for the Thomas Regional Industrial Buying Guides, a directory targeted to the manufacturing industry. Researched and wrote company newsletter.

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Promotion Coordinator

## Warner Publisher Services

New York, NY  
May 1993 - Jan 1996

Maximized the wholesale and retail circulation of a wide array of general interest and niche magazines by writing letters, flyers, sell sheets and other collateral targeted to the distribution chain. Researched and wrote company newsletter.

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Co-Owner

## BQT Shirts, Inc.

Brooklyn and Queens, NY  
Sep 2010 - Present

Retailer of high-quality graphic t-shirts inspired by the people, places and events of New York City, particularly Brooklyn and Queens. BQTshirts.com has been profiled in the New York Daily News and endorsed by ThrillistNYC and roc4life (Jay-Z's fashion blog).

### Education

B.A., English

## Queens College of the City University of New York

### Service

## Volunteer, New York Cares, New York, NY

Assist young readers at the Early Morning Reading Program at P.S. 17 in Astoria and sort items at the Bread of Life Food Pantry in Long Island City.

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