

# Brian F. Brusavich

COPYWRITER (LOS ANGELES)

## Los Angeles

[brian\\_brusavich@yahoo.com](mailto:brian_brusavich@yahoo.com)

310.733.8773 mobile

Highly conceptual and strategic professional with over 15 years' experience producing creative, thought provoking, and engaging copy to boost clients' brand awareness and ensure achievement of business goals. Compelling speaker with demonstrated ability to formulate and enthusiastically deliver presentations detailing copy concepts while building robust and successful relationships with customers, colleagues, and senior executives. Driven with brutally strong work ethic and expertise in streamlining processes to expedite project delivery while accepting client feedback and transforming it into refined copy.

## Qualifications Summary

- Innovative storyteller adept at leveraging exceptional grammar, vocabulary, and sentence structuring skills to write and edit error-free headlines, taglines, web content, digital copy, manifestos, and long-form articles in line with brand voice and style guide while incorporating unique cultural contexts and insights to enthrall target audiences.
- Goal-focused with proven aptitude for steering collaboration on cross-functional teams consisting of Art Directors and Designers to complete projects within time and budget requirements.
- Skilled at translating marketing and creative briefs into copy that enables accomplishment of strategic objectives while conducting detailed brand research and utilizing comprehensive knowledge of user experience to comprehend brand ethos, values, and mission to guide copy formulation.

## Experience

Copywriter

Culver City, CA  
Oct 2017 - Present

## Brusavich Writes

Coordinate client meetings to discuss brand voice, target audience, and business goals to facilitate formulation of accurate content. Conduct technical brand research, drafting copy concepts, and deliver engaging proposals to customers for approval. Execute projects within time schedules by writing web content, press releases, slogans, body copy, articles and headlines and designing graphics and logos to accompany content. Modify, proofread, and edit final product based on client feedback while complying with federal codes of advertising practice.

- Boosted revenue by cross-selling copywriting services to design customer.
- Earned commendation from clients for delivery of impactful copy for website and publicity purposes.
- Headed logo and brand identity design for start-up company and heightened client's brand awareness by providing modern and appealing look.

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Symantec (now Norton LifeLock)

Culver City, CA  
Apr 2017 - Sep 2017

## Visual Designer (Contract)

- Entrusted with writing copy for multiple projects, consisting of posters, adverts, PowerPoint presentations, and digital assignments in addition to managing design aspect.
- Delivered engaging and persuasive presentations to acquire client buy-in to design proposals.

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Sr Designer

Los Angeles, CA  
Nov 2011 - Apr 2017

## USC, Marketing Communications

Supervised team of student interns and facilitated training to support individual growth of staff. Contributed to creation of print, signage, digital, and web graphics for USC events while supervising production process by liaising with printers and service providers to ensure delivery of quality materials and monitoring signage installations. Partnered with various schools and business units within USC to certify consistency in brand voice in all graphic materials and served as university graphic identity brand steward. Employed Adobe Photoshop software to retouch images for utilization on university website, publication, and social media pages.

- Spearheaded management and design of 238-page book detailing competitive adventures of Olympic athletes from USC by attending six days of press checks and rebuilding over ten spreads in seven days to ensure timely completion of project.
- Contributed to professional development of student interns by conducting training and serving as mentor.

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Copywriter & Senior Designer

Culver City, CA  
Aug 2008 - Nov 2011

## B Design

Directed all aspects of design management and content creation for diverse client base while liaising with customers and executing comprehensive research to uncover brand voice and target audience to guide copy creation. Designed newspaper ads, sales brochures, and books for print while leading art direction and program copywriting, proofreading, and editing for annual non-profit gala event.

- Increased client retention by consistently delivering quality graphics within project deadlines for non-profit.
- Enhanced sales by authoring content for sleek and contemporary 72-page spiral bound coffee table book and executing design.
- Led law firm brand identity design, provided suggestions on aligning office look with new logo, and partnered with signage vendor to direct onsite installations resulting in increased brand awareness of client's business.

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Sr Graphic Designer

Culver City, CA  
Mar 2005 - Jul 2008

## Strausberg Group (agency)

- Commended for excellent work ethic and design skills resulting in achievement of role as Lead Designer on AAA Travel account.
- Implemented cost savings of 90% by centralizing access to stock image library eliminating purchasing of duplicate photos.
- Supervised and mentored junior designers, production artists, and freelancers while supporting colleagues throughout department and serving as 'go-to person.'

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Sr Graphic Designer

Burbank, CA  
Feb 1996 - Aug 2004

## Buena Vista International TV (Disney)

Sr Graphic Designer: 1998 to 2004

Graphic Designer: 1996 to 1997

- Surpassed expectations during training and earned position as full-time designer within one year while increasing departmental creative output by 85%.
- Contributed to employee training by writing training manual used in Disney International TV offices globally.
- Impacted Los Angeles Screenings, NATPE, MIPCOM, MIP, and Disney Channel events by writing sell sheets and designing promotional materials.

### Education

Design Communications Arts Certificate

West Los Angeles, CA

## UCLA Extension

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MBA

Los Angeles, CA

## California State University, Los Angeles

Major: Marketing

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B.S.

Long Beach, CA

## California State University, Long Beach

Major: Business Management

### Writing & Design Portfolios

<https://www.brusavichwriting.com>

My writing portfolio

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<https://www.brusavichdesign.com>

My design portfolio, from my former life as a designer

### Courses to Continue Growing My Craft

Be a Certified Direct Response Copywriter Complete Digital  
Marketing Course  
Writing Awesome Video Scripts In 3 Easy Steps  
Udemy

Copywriting  
Stackskills

Online Copywriting Course  
Mediabistro

### Awards

Won Internal Logo Design Contest (among 13 designers) at Strausberg Group.

Awarded Southern California American Marketing Association Volunteer of The Year for work as Newsletter Editor.

Awarded Best AMA Chapter during tenure as Vice President of The Communications Committee.

#### Volunteer Work

Newsletter Editor, American Marketing Association

Communications Committee Member, American Cancer Society

#### Technical Proficiencies

## TECHNICAL PROFICIENCIES

Word, Excel, PowerPoint, InDesign, Illustrator, Photoshop, Acrobat, Basecamp, Slack & Sketch

#### Additional Writing Experience

- Former Newsletter Editor for American Marketing Association, Southern California Chapter.
  - Wrote sell sheet and synopsis copy for Disney feature films and TV programs. Acted as a copy editor to other writers.
  - Authored articles for The Newsreel (the employee newsletter at Disney).
  - Drafted press releases, pitch letters, and newsletter articles as committee volunteer for the Los Angeles Chapter of The American Cancer Society.
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