John Cacciatore

SENIOR MARKETING COPYWRITER

Boston, MA

hunterj991@gmail.com
339-927-6746 mobile

John is a highly creative and personally dynamic problem-solver. His superior writing talents, relationship-building skills and entrepreneurial spirit have paved the way for a wide-ranging career in the marketing, communications and advertising fields.

Experience

Senior Copywriter / Content Creator

Boston, MA
2019 - Present

Plymouth Rock Assurance

Support the Direct and Independent Agent channels for the Plymouth Rock Home group. Provide digital copywriting expertise on a range of internal and external materials, including digital web banners, social posts, Google search ads, customer communications, and all agent materials (help sheets, emails, newsletters, etc.).

• Partner with Product, Underwriting and Claims teams on wide array of marketing initiatives
• Write numerous web articles to help improve Plymouth Rock's SEO ranking on Google
• Brainstorm and execute advertising creative alongside Graphic Designer/Creative Lead
• Ensure all communications align with Plymouth Rock corporate strategies

Senior Marketing Copywriter

Liberty Mutual Insurance

Boston, MA
2013 - 2019

Work closely with Marketing and Communications teams to provide B2C and B2B copywriting expertise on a wide range of internal and external marketing materials. Strategize with key stakeholders on goals and messaging.

• Support marketing managers in the execution of videos, emails, flyers, posters, print ads, sell sheets and online articles
• Capture and express complex ideas in a clear and engaging audience-appropriate writing style
• Helped communicate internal adoption of the Liberty Management System (LMS) work process
• Ensure all communications align with Liberty Mutual corporate strategies
• Helped create Liberty Mutual Style Guide

Senior Marketing Copywriter

Mercury Systems

Chelmsford, MA
2010 - 2013

Conceptualized, researched, wrote and edited promotional copy for a range of marketing materials geared toward directors, vice presidents and C-level audiences in defense industry.

• Rewrote Mercury website, giving site more personable tone and SEO appeal; site earned 2011 WebAward from Web Marketing Assoc.
• Worked closely with Marketing team and business unit contacts to conceptualize strategy, goals and key messages
• Project lead for Mercury's 2012-13 print and online advertising campaign
• Wrote online and print advertising, social media messages, emails, brochures, white papers, briefs, customer reference stories, newsletter articles and presentations
• Acted as spokesperson in corporate videos

Project Lead & Senior Copywriter

Raytheon Company

Billerica, MA
2005 - 2010

Exceeded customer expectations on multiple integrated marketing communications campaigns; supervised Web, Design and Video teams. Lead writer for numerous internal and external documents, including web articles, video scripts, plasma screens and data sheets. Internal audience: 75,000 employees worldwide.

• Concepted and executed multimedia campaigns lauded for their originality and creativity (Examples: “VPP Feud” safety campaign; “Who Left the Lights On?” energy conservation campaign)
• Ensured all communications aligned with Raytheon Corporate strategies and Style Guide
• Wrote speeches, e-mails and other correspondences for company executives
• Earned Global Communications Award and six Achievement Awards for outstanding performance
• Certified as Raytheon Six Sigma Specialist
• Played ongoing role as frontman and actor in offbeat internal campaigns and videos

Independent Advisor

Cacciatore Creative

Woburn, MA
2001 - 2005

Provided advertising and marketing services to range of high-profile clients in various industries. Secured and retained clients with quality products, on time and on budget.

• Created “Discover the Power of Summer” ad campaign for Boston University (via Overdrive Marketing)
• Wrote online advertising banners for Harley-Davidson (via Overdrive Marketing); campaign earned AIC Award
• Created anti-smoke ad campaign (coasters, print ads, etc.) for Cambridge and Somerville (via Causemedia)
• Rebranded Health Careers Academy in Boston by creating new tagline and logo (via Causemedia)
• Raised over $250,000 for Penikese Island Scool via high-profile fundraising events (e.g., “A Tribute to Ted Johnson”); produced and sold events; secured radio, print and TV coverage; produced event collateral
• Championed communications effort behind Lahey Clinic's ’s new registration process; wrote campaign theme (“It’s Easy Going”) and brochure

Public Relations Specialist

Cognex Corporation

Natick, MA
2000 - 2001

Secured press coverage for high-tech company in external mediums including Fortune, Forbes and Boston Globe. Wrote and executed press releases to domestic and international financial communities and vertical trade markets via BusinessWire.

• Strategized and implemented various employee retention and recruitment activities
• Coordinated Cognex's award-winning community relations program (honored by Mass High Tech); championed sponsorship and public unveiling of Cognex Skate Park
• Lead copywriter for Cognex's annual reports, winners of multiple ARC Awards

Founder & President

Cacciatore & Erb Sports Marketing

Wakefield, MA
1996 - 1999

Orchestrated start-up of sports marketing and event management company.

• Secured and maintained agency accounts including the American Cancer Society and Lahey Clinic
• Created, coordinated, sold and promoted numerous high-profile fundraising events (e.g., "A Tribute to Ray Bourque: The First 20 Years")
• Worked hand-in-hand with media sponsor NESN on several events

Senior Copywriter

Harv Johnson & Associates

Boston, MA
1993 - 1996

Serviced agency accounts such as Nikon, Polaroid, and Lotus Development.

• Wrote and produced print ads, video scripts, brochures, catalogs and other collateral
• Served as writer/editor for Nikon World Portfolio and Frontline (Polaroid) magazine

Education

Bachelor of Arts

North Andover, MA

Merrimack College

English Major
Rhodes Scholar Nominee
Semester Abroad Program (London, England)

Awards

2011 WebAward

Web Marketing Association WebAward -- Mercury Computer Systems website

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MerComm Arc Award -- Cognex Corporation annual report
IAC Award -- Buell Motorcycle Company (division of Harley-Davidson) online advertisements

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