

ALEXANDER VENTOLA

PROFILE

Young professional with eight years of combined marketing and advertising experience (both analytical and creative) in various industries such as finance, e-commerce, retail, and broadcast media.

Detail-oriented, organized, and capable of meeting tight deadlines in a fast-paced environment with a positive attitude, all while seeking opportunities for new challenges and growth.

CONTACT

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Philadelphia, PA 19146
(willing to relocate)

EDUCATION

Bachelor of Science in Business Administration
Saint Joseph's University
August 2015 - May 2019

SKILLS & TOOLS

Copywriting & SEO
Video Production
Social Media Marketing
WordPress & Site Manager
Microsoft 365 & Copilot
Adobe Workfront
Public Speaking

EXPERIENCE

TD Bank

Senior Copywriter

Copywriter

Mt. Laurel, NJ

April 2026 - present

October 2022 - April 2026

- Developed customer-facing copy and creative concepts for integrated brand and product campaigns across social media, digital, video, out-of-home, in-store, email, web, print, and sponsorship channels.
- Aided in launch of new "More Human" brand platform, translating TD's voice across customer communications and high-visibility brand experiences.
- Led copy development for TD Garden sponsorship campaigns supporting the Boston Bruins and Boston Celtics, concerts, and other live events through the regular season and playoffs.
- Concepted and wrote social-first content for always-on organic social campaigns, developing short-form videos and carousels designed for platforms like Instagram and TikTok that consistently surpassed engagement goals.
- Created clear, proof point-focused marketing for TD products and services, including checking, savings, credit cards, digital banking services, and more.
- Contributed to development of TD's editorial standards, honing guidance around brand voice as it applies across TD's footprint and all of its channels.
- Scripted, cast, directed, shot and produced numerous online videos that aired across various platforms including live sports, streaming, and social media.
- Served as a copy approver and copy editor, reviewing the creative of other writers to ensure accuracy, consistency, voice, messaging requirements, and alignment with TD's brand and editorial standards.
- Collaborated closely with art directors, designers, videographers, and account managers to carry ideas from briefing and concept development through reviews, revisions, proofreading, and final release.
- Nominated for WOW! Award for performance across aforementioned campaigns.

Spencer's & Spirit Halloween

Copywriter

Copywriting Consultant

Copywriting Intern

Egg Harbor Township, NJ

February 2022 - October 2022

June 2021 - February 2022

June 2018 - August 2018

- Composed product copy and blog posts for Spencer's and Spirit Halloween websites.
- Utilized short copy for use in customer-facing emails, website homepage headlines, paid advertisements for social platforms and Google, and signage for retail locations.
- Engaged in SEO content strategy and keyword analysis to drive traffic to blog.
- Collaborated with merchandising, product development, and creative teams to ensure customer satisfaction with purchased products.
- Aligned copy with voice and tone guidelines between both Spencer's and Spirit Halloween brands.

Cadent

Assistant Media Buyer

Philadelphia, PA

June 2019 - February 2022

- Planned, implemented, and maintained local and national broadcast media buys to ensure clients' impression delivery needs were met within the contracted budget.
- Negotiated rates with agency and station representatives to most efficiently secure inventory.
- Created, navigated, and updated client trackers and post logs to ensure inventory ran as ordered.
- Analyzed quarterly and yearly trends, adjusting accordingly for current and future buys.
- Communicated effectively with other team members for potential joint buys between accounts.
- Reconciled monthly invoices and resolved discrepancies as they arose.