



Joe Kusisionowicz

Copywriter/Editor
Director/Creative

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Awards

Promax Global Excellence x 1
Promax UK Gold x 3
Promax Europe Silver x 1

Nominations x 12
(US/UK/Europe/World)

Categories include Copy, Brand, Animation, Social Media, On Air and Media Planning



Skills

- Copywriting
- Ideation
- Video Editing
- Directing
- Brand TOV
- Proposals/Pitches
- Social Media
- Creative Strategy



Broadcast Promotions

NBCUNIVERSAL - LEAD CREATIVE

APRIL 2018 - MARCH 2019

- Lead Creative on Studio Universal and Movies24
- Creating a coherent tone of voice and style across international brands with different demographics
- Mentoring Creatives, Freelancers and Interns to teach new skills in a collaborative environment

Major Achievements

- Delivered record viewing figures for Movies24 in 2018 with a 4.1% rise in share despite a large reduction in budget
- Consistently above target ratings for Studio Universal
- Launched SyFy's first comedy, Future Man, resulting in it being in the top 5 viewed SyFy programmes of all time

NBCUNIVERSAL - CREATIVE

DECEMBER 2016 - MARCH 2018

- Creating content for SyFy (UK and Middle East), 13th Street (Poland), Universal (UK and South Africa) and Diva (Romania)

Major Achievements

- Blood Drive campaign: 492% viewership increase among the target audience, 58% increase in social media engagement, reaching over 4 million people
- Launched Dimension 404 at 42.5% above target viewership

UKTV - CREATIVE

JULY 2015 - DECEMBER 2016

- Worked across the UKTV portfolio, primarily on Dave, W, UKTV Network, UKTV Play and Really

Major Achievements

- Launched Red Dwarf Series XI with 1.46 million views, 46% over target
- Launch Zapped with 593k views, 97% over target
- Won Really channel's first ever UK and Europe Promax
- Acted in the Gold Easter, Gold After Dark, Gold Christmas, Gold John Lewis Parody and Alibi Lie To Me promos

RED BEE MEDIA - CREATIVE

FEBRUARY 2013 - JUNE 2015

- Worked across various client portfolios including UKTV, BBC, Halfords, Waitrose and Barclays
- Directed talent including Sir David Attenborough, Fern Cotton, Russell Tovey and Alex Jones



Print/Outdoor Advertising

MADEBRAVE - FREELANCE COPYWRITER

2019-2020

- Leaflet, brochure and display banners for Medtronic - a multi-billion medical device company
- Copywriting and Ideation for various Tennents campaigns (print/outdoor/digital) - including the "Bigger than Beer" sustainability project and launch of Tennents Light
- Launching First Bus' Edinburgh Tour Bus 'Bright Bus' (leaflet and in-bus copy) and general First Bus poster/in-bus copy
- Bon Accord shopping centre's summer offering including posters and billboards



Social Media

PILOT FISH MEDIA - FREELANCE SENIOR CREATIVE & CREATIVE CONSULTANT

2019-2020

- Copywriting, content creation, design, marketing strategy, proposals, pitches and brand tone of voice workshops in both organic and paid social media for a variety of UK and Africa clients.
- Client include Famous Grouse, Macallan, Coulters and Laings
- Industries include alcohol, property, medical, events, interiors, entertainment, retail and jewellery/watches

Major Achievements

- Won 9 new accounts in less than a year
- Over 2019-2020 for Famous Grouse increased organic social presence significantly: Kenya fans up 17.84%, reach up 77.42% and engagement up 86.32%, Nigeria fans up 22.79%, South Africa engagement up 143.97% and West Africa fans up 535%, reach up 112.52% and engagement up 64.04%

MADEBRAVE - FREELANCE COPYWRITER

2019-2020

- Social media copywriting for advertising campaigns including voice over scripts for Medtronic, Tennents, Orchard Pig, and First Bus

NBCUNIVERSAL - FREELANCE CREATIVE

2019

- Social Media content for Universal's VR game, 'Eleven Eleven' where players follow numerous characters simultaneously

Other Experience

FILM

BBC FILMS - Art Department Assistant

TELEVISION

Red Bee Media - Production Co-Ord

Red Bee Media - Production Assistant

BBC Jools Holland - Runner

BBC Post Production - Runner

BBC Match Of The Day - Intern

RADIO

BBC Radio 3 - Broadcast Assistant

BBC Radio 1 - Work Experience

BBC Radio Berkshire - Assistant

Reading Hospital Radio - Producer

LSRFM - Producer/Presenter

JOURNALISM

Reading Post - Music Reviewer

Leeds Student Paper - Music Reviewer

References
Available
On Request



I look forward
to hearing from you