ED GRASSO

SENIOR COPYWRITER

Thinking strategically, working collaboratively, and learning from others to create work humans can appreciate.

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WHAT I'M GOOD AT

Brand Message Development	TV & Video	B2C and B2B
Blogs	PPC Ads	SEO/AEO
Web/Landing Pages	Social Media	Paid Social
AI Tools	Email	Presentations

WHAT I'VE BEEN DOING

Simply Business, Boston, MA **2021-2026**
Senior Marketing Copywriter - Insurance

- Wrote SEO/AEO-based blogs for small business owners on a variety of topics, including insurance, marketing, AI, business growth, and employee management.
- Led adoption of AI tools to **reduce blog production time by 85%.**
- Wrote and tested emails, PPC ads, and paid social that contributed to double-digit YoY revenue growth, customer acquisition, and engagement.
- Managed, directed, and edited work from junior team members and freelancers.

BEVI, Boston, MA **2020-2021 (Contract)**
Content Marketing Specialist - Contract

- Strategically developed and executed engaging and relevant content for B2B customers and prospects.
- Wrote and managed content for ad campaigns, email campaigns, editorial site content, social media, the website, direct mail pieces, and marketing collateral.
- Championed the brand voice across the organization to drive brand consistency and evolution.
- **Grew social following 5.6% in seven months and achieved average email open rate of 26.7%**

Analog Devices, Wilmington, MA **2016-2019**
Marketing Writer

- Created a wide variety of marketing communications to support product launches and technology introductions for the Healthcare, Automotive, Industrial Automation and other business units.
- Ensured a consistent brand voice across all communication touch points, including long and short-form articles, video content, websites, customer stories, and social media.
- Energy Harvesting email **generated CTOR of 11.8%.** Accompanying article **set a record of 15,775 page views.**
- Wrote website messaging, video, and infographic that **helped increase unique visits to Battery Formation & Test site 18%,** as well as **Engagement *per visitor* with key content by 20%**
- **Grew social following 19**% in nine months**.**

Bose Corporation, Framingham, MA **1996-2015**
Associate Creative Director

- Created multimedia advertising campaigns. Developed creative strategies. Developed communications for every one of the company's businesses: consumer products automotive sound, professional systems, emerging businesses.
- Drove the creation of new product print ads and videos that elevated Bose from non-consideration to a growing competitor in the professional sound market.
- Co-led Bluetooth speaker launch that **propelled Bose to category leadership**
- Led NFL headphone promotion that **boosted store traffic 200%, sales 330%, and store-front dwell time 225% YoY.**
- Created TV and direct mail to build awareness for the first-ever Bose television **increasing store traffic 29%.**

WHERE MY SCHOOL LOANS WENT

Bentley College - BS, Business Communication

WHAT MADE MY PARENTS REALLY PROUD

Work displayed at Hatch Awards for Creative Excellence
ITVA Certificate of Excellence in Writing
ITVA Boston Golden Slate
Telly Award 1st Place

WHY I'VE DONE ALL THIS

As a 9-year-old at summer camp, I hated it – especially after being pulled screaming from the pool during the swimming competition. While this left me without an aquatic achievement patch, it also inspired the letter to my parents that got me an early release from Camp Willard. That showed me the power of writing. I've done my best to use it only for good ever since.