# JOSEPH HOLIDAY

Senior Copywriter

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San Francisco, CA · open to remote

## PROFILE

Senior copywriter with five years of experience. I'm here for the big idea, the sticky execution, the did-you-see-that spectacle. My sole piety is fun. Without it, there's no great creative work. In my spare time, I'm a published essayist and short story writer, and I've designed a few computer games.

## EXPERIENCE

**Senior Copywriter · Archer** **Mar 2022 – Nov 2026**
*Palm Beach Tan · Dechra · LA Fitness · Southland Casino*

- **Dechra (Phycox):** Wrote "Odes to Motion," the pitch that won Archer the launch of a new dog joint supplement in a crowded category, aimed at pet parents and the vets they trust.
- **Palm Beach Tan:** Repositioned a tanning brand that had grown into red light therapy, infrared saunas and skincare with "See Yourself in a New Light," across video, print, trade print and email.
- **LA Fitness:** Wrote "What's Your Why?" for the launch of seven Memphis clubs, across video, OOH and social, making a national gym feel local.
- **New business:** Wrote integrated pitches for Bank of Texas and Radiant Waxing.
- **Results:** Significantly increased LA Fitness memberships in the Memphis area / mentored junior creatives and talent / directed creative on pitches and annual campaigns.

**Earlier roles:** line cook, frontman, occasional copy editor for Entrepreneur.com

## EDUCATION

**B.A. in English**, Virginia Commonwealth University

## SKILLS

**Writing:** concepting, brand voice, scripts, headlines and taglines, long copy, naming, storytelling

**Channels:** video, print, trade, OOH, email, SMS, social, direct mail, web

**Craft:** ideating, copyediting and proofreading, creative briefs, new business pitches, presenting to clients, collaboration

**Tools:** Adobe CC, Google Workspace, generative AI (Claude, ChatGPT), Aseprite, Godot, Figma, Microsoft 365, Slack

## PUBLICATIONS

**Apples and Oranges**, *The Inquisitive Eater*

**Re: What Happened to Your Father at the Omaha Zoo**, *The Inkhorn Review* (forthcoming)

**Duplex**, *Wu-Wei Fashion Mag*

## ALSO

**Scrooge Ghost Simulator**, *itch.io*