

Joseph Neri

Writer

CONTACT

(347) 880-3706



JTNeri@gmail.com



JosephNeri.com



PROFILE

Writer with 4+ years of experience in advertising to kids and family audiences. Possess a B.A. in Communications with a concentration in Film and Broadcasting. Ready to leverage the full suite of my skills to further a brand's narrative.

EDUCATION

B.A. / Communications: Film & Broadcasting
St. Francis College
Brooklyn, NY

KEY

Creative Writer

Storyteller

Creative Campaign Developer

Analytical Thinker

Problem solver

Creative Collaborator

AWARDS

Telly Awards: Branded Content /
2018 / "101 Way to Get Slimed"

Telly Awards: Branded Content /
2017 / "Awards You Won't See"

College Production Grant / 2009 /
"St. Francis College Alumni
Abroad: Japan"

PROFESSIONAL EXPERIENCE

Advertising Copywriter

ViacomCBS / New York, NY / January 2016 - Present

- Concept and write creative across linear, digital, and social for clients including: Nickelodeon, Nintendo, Macy's, and more.
- Work with Art Directors, Producers, and Creative Directors to choose production partners.
- Work with Directors to bring creative to life.
- Supervise edit and audio sessions.
- Supervise and train junior writers.
- Notable campaigns include: Pedigree Pup Hero Adventures, Toyota SurpriseBob DelightPants, and TMNT Adventures in NYC.

Advertising Associate Producer

Viacom / New York, NY / July 2011 – July 2016

- Worked closely with creatives and vendors during all phases of production.
- Selected potential production partners for projects.
- Supervised shoots, edits and audio sessions.
- Inspected final spots to ensure quality.
- Shipped final spots for air.
- Conceived and wrote creative across linear, digital, and social.