

JOHN BRACCHITTA

Content Marketing Strategist | Senior Copywriter
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Professional Summary

I help brands connect with audiences through content strategy that drives business results—from concept to execution across digital, CRM, social, OOH, and video channels. 20 years of experience blending copywriting with strategic planning across finance, health & wellness, and e-commerce. Led end-to-end campaigns that supported measurable revenue growth for Valley Bank, TD Bank, and Discover Card.

Experience

Valley National Bank – Associate Vice President, Content Marketing Strategist – Morristown, NJ

November 2024 – July 2026

- Led content strategy and production for Small Business Banking and Consumer Fraud, shaping messaging across email, digital, and video campaigns.
- Developed and executed multi-channel content strategies across email, digital ads, landing pages, and print, supporting 9.3% revenue growth (2024–2025) and extending momentum into mid-2026 with \$560.7M in Q2 revenue (+13% YoY) and \$170.9M in net income (+28% YoY).
- Authored content strategy proposals translating business goals and audience data into core messaging, theme angles, and channel recommendations for approval by senior leadership.
- Produced end-to-end video storytelling projects—shaping narratives, drafting scripts, writing interview questions, and guiding on-camera discussions through post-production.
- Partnered with Marketing Strategists, Data/Analytics teams, and leadership to align creative execution with brand voice, compliance guidelines, and ongoing campaign performance metrics.
- Maintained cross-pillar coverage across Consumer, Commercial, and Small Business Banking to support enterprise-wide creative continuity.

Nordstrom Card Services – Copywriter (Short-Term Contract) – Centennial, CO (Remote)

June 2024 – November 2024

- Wrote and reviewed cardholder communications—marketing, UX, and promotional—ensuring brand voice consistency and compliance across all consumer touchpoints.
- Collaborated with cross-functional stakeholders to develop style guidelines and support communication approvals.

PureRed (Formerly Haddad & Partners) – Copywriter – Fairfield, CT (Remote)

September 2022 – November 2023

- Pitched, wrote, edited, and contributed to the launch of branded promotions and product messaging, driving a 54% revenue increase for client TD Bank in 2023.
- Crafted copy for national print campaigns, OOH, CRM (SMS, push, in-app), social, and email.
- Collaborated with creative and art directors to conceptualize messaging that attracted consumer attention and enhanced brand and product affinity.
- Pitched creative concepts to TD Bank stakeholders and internal teams, proactively developing seasonal and sports sponsorship campaigns that shaped future client strategy.

Merkle, A Dentsu Company – Senior Copywriter – Chicago, IL (Remote)

December 2021 – September 2022

- Wrote and edited credit card, personal loan, and student loan promotions and product messaging that contributed to nearly a 15% revenue increase for client Discover Financial Services in 2022.
- Produced multi-channel marketing campaigns, including print brochures, letters, online ads, CRM channels (SMS, push notifications), and social media posts and ads.
- Tailored effective, memorable content for targeted audiences using campaign briefs and brand positioning guidelines.
- Pitched ideas to broader internal teams with structure and parity.
- Proactively identified opportunities for creative work to address clients' wants and needs.

Sneeze It – Copy Manager & Copywriter – Fairfield, NJ

May 2019 – December 2021

- Managed a team of three copywriters, ensuring content quality and brand alignment across 50+ health and wellness clients.
- Executed multi-channel marketing campaigns for 50+ clients in the health and wellness industry.
- Created and implemented “in-the-moment” marketing and operational adjustments for gym and fitness center clients to help them maintain membership levels during COVID-19 safety measures.
- Applied AI writing tools and brand guidelines to write copy that attracted leads and converted prospects across email, web, and social.
- Wrote, edited, scheduled, and sent email campaigns in line with client marketing calendars.

Big Boost Marketing – Copywriter & Senior Account Manager – Hoboken, NJ

August 2016 – April 2019

- Led a multilingual, remote copywriting and design team across four time zones, coordinating production for 100+ client websites.
- Launched 100+ marketing funnel websites with custom content, including emails, landing pages, blogs, e-books, and website copy, to nurture qualified leads for independent medical practitioners.
- Hosted client consultations with 90+ independent practitioners, advising on website strategy and funnel optimization.

Vantage Deluxe World Travel – Interactive Copywriter – Boston, MA

June 2014 – November 2015

- Created web, email, and catalog copy for 15+ European river cruise itineraries, shaping brand storytelling for luxury travel audiences.
- Produced copy for weekly emails announcing trip changes, upgrades, discounts, and more.
- Partnered with designers and production teams to develop marketing materials that support annual content calendars and seasonal marketing plans.

Liberty Mutual Insurance – Web Editor & Copywriter (3x Extended Contract) – Boston, MA

January 2013 – April 2014

- Created and maintained content for Liberty Mutual's website and mobile apps.
- Wrote and maintained content for 350+ field office pages, ensuring brand consistency across Liberty Mutual's national agent network.

D50 Media – Web Editor – Wellesley, MA

May 2010 – November 2012

- Wrote and edited copy and SEO metadata for multiple mesothelioma and birth injury websites.

Skills

- **Content Strategy & Execution:** Content Marketing Strategy • Multi-Channel Campaigns • Content Audits • Editorial Calendars • Brand Voice Development • Stakeholder Collaboration • Content Performance Analysis
- **Copywriting & Creative:** Copywriting • Storytelling • Script Writing • UX Writing • Brand Positioning • Video Production • Creative Concepting
- **Tools & Platforms:** Adobe Creative Suite • Adobe Analytics • Figma • Sitecore • WordPress • Google Analytics • Jira • Confluence • Asana • Microsoft Copilot
- **Industry Expertise:** Financial Services (Small Business, B2B, Consumer) • Banking • Credit Cards • Health & Wellness • Insurance • Travel

Education

- **M.S. Advertising** | Boston University
- **B.A. English** | Wheaton College (Massachusetts)
 - Concentration: Media and Contemporary Culture, Film Studies
 - Minor: Political Science

Professional Certificates

- Content Marketing Strategy Certification Series (Association of National Advertisers, 2026)
- Google Generative AI Learning Path + AI Essentials (Coursera, 2026)
- Google Foundations of Project Management (Coursera, 2026)
- Google Project Management Professional Certificate (Coursera, expected 2026)
- Google Digital Marketing & E-commerce Professional Certificate (Coursera, expected 2026)

Volunteer Work

- Marketing Outreach Team Member | Montclair Film Festival, Montclair, NJ (2019–Present)
- Screening Committee Member | Montclair Film Festival, Montclair, NJ (2020–Present)
- Class of 2007 Secretary | Wheaton College, Norton, MA (2018–2024)
- Communications Committee Member | Wheaton College, Norton, MA (2015–2024)