



John Estioko



Portfolio



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323.482.6053



Experience

Freelance | Copywriter

(July 2021 - Present)

- Working with Animal LLC on copy, narrative, game design and social strategy for the upcoming release of their game [RAWMEN](#)

Ogilvy | Copywriter

(May 2017 - July 2021)

- Writer for primarily social content with a sprinkling of brand work, broadcast, web, PR and corporate comms
- Clients: First 5 Los Angeles, Kaiser Permanente School of Medicine, ASU Online, Lenovo, Jelmar (CLR Products), OUE Skyspace, American Chemistry Council, Molson Coors, DuPont/Corteva

Freelance | Copywriter and Digital Creative

(March 2016 - April 2017)

- Clients: Social@Ogilvy, Pepperdine, Animal LLC, personal projects

Ayzenberg Group | Copywriter (Contract)

(September 2015 - February 2016)

- Writer for broadcast, trailers, OLV, display ads and web
- Clients: Microsoft, Mattel, EA and Bandai Namco
- Writer for agency initiatives, including case studies and special shoot scripts

Heavenspot Digital Creative Agency | Copywriter

(March 2011 - July 2015)

- Agency's primary copywriter for digital and social media campaigns, OLV, games, and apps
- Worked closely with a roster of clients that included WB, 20th Century Fox, Netflix, Lionsgate, WB Interactive, Focus Features, Disney, Universal Pictures and Mattel

Heavenspot Digital Creative Agency | Quality Assurance & Digital Asset Manager

(September 2010 - February 2011)

- Quality assurance testing for web, games and apps
- Sometimes web development, sound design, video editing, along with concepting for pitches



What I Do

Great at:

- Copywriting
- Concepting

Decent at:

- Social Ad Campaigns (Facebook, Instagram, Google Ads)
- Deck Creation (Adobe InDesign, PowerPoint, Keynote)
- Sound Design (Soundtrack Pro, Adobe Audition, Logic Pro)

Kinda know:

- Graphic Design (Adobe Photoshop)
- Video Production (Adobe Premiere, Adobe After Effects, Final Cut Pro)
- Web Development (HTML, CSS)



Education

University of California, Santa Barbara

Bachelor of Arts - English Literature
Specialization in Literature and the Culture of Information

UCLA Extension

Web Design I: HTML and CSS