

# JOSEPH FRANGO

Copy Director | Brand Storyteller | Revenue Generator

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## PROFILE

- Growth-focused copy and content leader with deep in-house and agency experience across global consumer brands, from campaign strategy through execution.

## WORK EXPERIENCE

### The Food Group/WPP, New York, New York

Copywriter and Web Content Writer (Freelance) 2015-Present

- Provide key concepting and copy development for global food and CPG brands including Mondelez, Mars Wrigley, and Campbell's
- Deliver performance-driven content across digital, CRM, and brand channels in partnership with strategy and account teams
- Drive measurable engagement gains, including a 270% increase in average time on site for Mondelez-owned platform

### Conair LLC, Stamford, CT

Copy Director/Associate Copy Director (Selected Leadership Roles) 2016-2026

- Led copy and content strategy across global consumer brands including Conair, Cuisinart, BaBylissPRO, and Waring
- Drove ecommerce growth through SEO optimization, conversion-focused messaging, and omnichannel campaigns
- Built and managed high-performing teams across copy, editing, translation, and freelancers
- Partnered cross-functionally with brand, product, and digital teams to scale content throughput and performance

### Other Career Highlights

- Creative Director, Education Dynamics (increased response rates by over 30% for DRTV-anchored cross-channel campaigns)
- Senior Manager, Marketing Content & Concepts, Lot18 (progressively increased wine subscription rates)
- Creative Director, FYI Direct/Vertrue (won WebAward in two categories)
- Senior Copywriter, Time Inc. (won 3 Time Consumer Marketing Awards and 2 DMA Awards)

## EDUCATION

### Mercy University

M.S. Communication Studies and B.S. Journalism - 4.0 GPA

## SKILLS

- Creative Leadership
- AI-accelerated Content Marketing
- Performance Marketing Copy
- Stackline, HubSpot, Sprout Social (analytics & optimization)
- Omnichannel Growth Strategy
- Ecommerce Optimization
- Category POV Development and Thought Leadership Storytelling