

Roger Feeley-Lussier

rogerfranklussier@gmail.com / Portfolio: <http://www.iamtherog.com>

617-901-4029

Social Copywriter

6/2017-Present

360i

Producing reactive social content and executing campaigns across platforms for brands like Nespresso, Perrier, San Pellegrino, Bose, OREO, United Airlines, MINI, Coca-Cola Freestyle, and more. Additionally, the role has expanded to include assisting the Project Management and Account teams to help ensure that content is delivered in the correct formats and well ahead of deadlines.

Senior Copywriter

9/2016-5/2017

Story Worldwide

Wrote scripts and social posts for multiple clients including Coupons.com, Popsicle, Every Simpsons Ever, and the U.S. Virgin Islands. Coordinated the planning, development, and creation of almost 1,000 social posts and a 14 consecutive day live Tweeting event for The Simpsons 600 marathon on FXX.

Social Copywriter / Social Content Coordinator

1/2015-9/2016

Deutsch, Inc.

As Social Content Coordinator, community managed for 8 different brands while collecting and analyzing post and platform engagement data and generating and reporting strategic insights. Meanwhile, as Social Copywriter, was responsible for ideating and writing day-to-day social content and creating and implementing social media campaigns for up to 6 brands simultaneously.

Band/Tour Manager

2009-2014

Pretty & Nice/Yale, Massachusetts

Coordinated various tasks for two bands, including social media, booking, PR, marketing, arranging interviews, and record manufacturing. Also, as tour manager, organized the day-to-day business of the band on the road, such as drive times, and networking/communicating with promoters and venues.

Department Assistant (Music Therapy)

2006-2008

Berklee College of Music

Worked with faculty and staff of the Music Therapy Department to expedite various student/faculty processes, including clinical practicum placement, grade collection, and student assessment. Maintained databases, managed budgets, and produced advertising collateral for department events. Served as a liaison between the Music Therapy Department and the college at large.

Copywriter/Content Manager

2005-2006

American Public Television

Worked with the communications department to facilitate the launch of APT's website, CreateTV.com. Drafted web content, celebrity interview questions, public relations documents, and newsletter articles for CreateTV.com and APTonline.org (available upon request.) Maintained and updated contacts databases and performed data entry duties.

Education

Boston University—B.S. in Film

Class of 2005