

JONATHAN BERISFORD

CREATIVE COPYWRITER · BRAND STORYTELLER · HUMOR SPECIALIST

10M+

MONTHLY PAGEVIEWS

25K+

ARTICLES PUBLISHED

15+

YEARS WRITING COPY

TOP 25

TIME MAGAZINE BLOG

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WHY ME

I write copy that gets read, not skimmed. Over 15+ years, I've built brand voices from scratch, run editorial operations at scale, and shipped copy across email, social, video, and web that's grown revenue per send by double digits and audience engagement even higher. Because a distinct voice and a strong conversion strategy aren't in tension, they're the same skill. I bring humor and precision to every assignment, and I measure success the same way you do: in engagement, revenue, and results.

EXPERIENCE

Senior Copywriter — Culprit Creative

2021 — PRESENT

- Wrote and strategized email campaigns, landing pages, and product-launch copy that grew revenue per send by 28%.
- Developed a distinct, humor-driven brand voice across email, web, and social without sacrificing conversion.
- Created YouTube concepts and scripts that increased engagement by 60%, including several viral videos.
- Collaborated with designers and marketers on integrated, multi-channel campaigns.
- Crafted punchy, character-limited SMS copy that turned a 160-character limit into a real revenue channel, driving 30% of email/SMS revenue.
- Led copy for all major project launches from concept through send.

Freelance Content Creator & Social Media Manager — Shock Surplus *(concurrent with Culprit)*

2025 — 2026

- Owned social strategy from concept through production, growing social media following by 35% in one year.
- Produced educational content, ads, product copy, blogs, and videos.
- Managed editorial calendar and campaign messaging.
- Wrote product and ad copy that supported 18% growth in online sales.
- Built a cross-channel content calendar spanning blog, video, and paid social.

Editor-in-Chief & Sole Writer — Geekologie

2007 — 2021

- Published 25,000+ humor articles, producing 8–10 pieces daily for 14 years straight.
- Built one of the web's most recognizable editorial voices, growing the site to 10M+ monthly pageviews.
- Managed editorial strategy, SEO, headlines, and publishing calendar.
- Grew organic search traffic through headline testing and on-page SEO strategy.
- Mastered the art of finding the humor in absolutely anything, on a daily deadline.

EDUCATION

MBA, Marketing Concentration

Virginia Tech, 2007

BS, Marketing Management

Virginia Tech, 2003