

# 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 the kind of copy people actually want to read. Over the past 15+ years I've built audiences, launched brands, written campaigns, scripted videos, and turned ordinary products into conversations. Whether the assignment is social, web, video, email, or long-form content, my goal is always the same: make people *feel* something first, and click second.

## 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 40%.
- Collaborated with designers and marketers on integrated, multi-channel campaigns.
- Wrote and managed SMS campaigns driving 30% of overall email/SMS revenue.
- Lead copy for all major project launches from concept through send.

### Freelance Content Creator & Social Media Manager — Shock Surplus

2025 — 2026

- Owned social strategy from concept through production, growing social media following by 24% 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 14% 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

BS, Marketing Management

Virginia Tech