

DAN CERRUTI

COPYWRITER
SCREENWRITER
WRITER WRITER



HELLO!

I'm a Los Angeles based writer with over a decade of experience in marketing, commercial production, and copywriting, with specialities in media and fashion.

Skills include but are not limited to:

Social

E-Commerce

Product Copy

SEO

Editorial

Newsletters/Email Marketing

Blogging

Broadcast



California Regional MLS

Senior Copywriter for the largest multiple listing service in the nation

- Oversaw all communications sent from the company
- Ideated and launched multiple campaigns
- Drafted press releases
- Created guides, education materials, and FAQs
- Wrote blogs/articles for publication in various outlets
- Saw massive increase in social engagement
- Social channels included Facebook, LinkedIn, TikTok, Instagram, and YouTube

California Regional MLS Earns Center of Excellence Recognition from BenchmarkPortal for the Sixth Consecutive Year



NEWS PROVIDED BY
California Regional MLS →
29 Feb, 2024, 12:00 ET

CHINO HILLS, Calif., Feb. 29, 2024 /PRNewswire/ -- The customer care center for California Regional MLS (CRMLS) has been certified as a Center of Excellence by BenchmarkPortal for 2023, marking the sixth consecutive year that CRMLS has earned the distinction. The Center of Excellence recognition is one of the most prestigious awards in the customer service and support industry.



REdatahub

REdatahub represents a much-needed evolution in the way data is distributed at a regional and national level. With its unique system that pushes data updates to the industry itself instead of waiting on clients to push those changes on their own, REdatahub can offer extremely timely and accurate listing data.

REdatahub will vastly reduce the data-pull load on databases by utilizing the push instead of query approach, increasing stability and mitigating risks associated with overburdening databases while reducing costs for data storage. Overall, clients using REdatahub will receive near real-time notifications of changes at lower costs than other data sources.

REcenterhub
by CRMLS

The Evolution of a New Standard for Real Estate Software

Introducing the new Agent/Broker dashboard – part of the REcenterhub ecosystem

The new dashboard

REcenterhub's first stage of release is a new, visually enhanced, modernized, and reinvented dashboard that brings together everything in one elegant, customizable interface – revolutionizing the industry standard for all users.

New dashboard highlights:

- Data-rich:** Fresh market statistics
- Comprehensive:** Find trusted resources in one place
- Elegant:** Modernly designed for an up-to-date MLS experience
- Personalized:** Intuitive dashboard customization

About REcenterhub by CRMLS

REcenterhub is a new, exclusive product ecosystem of CRMLS. It is a distribution center that provides critical services for AORs, brokers, and agents (users).

Coming soon to REcenterhub:

- Compliance portal
- Customer Care portal
- Showing Tools

These services integrate efficiently into REcenterhub for easy access and usage.

Preview Date: **10/11/22**
General Release Date: **July 2023**

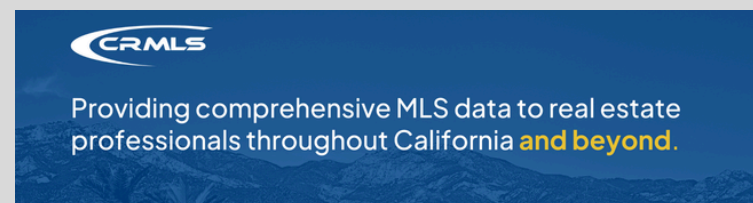
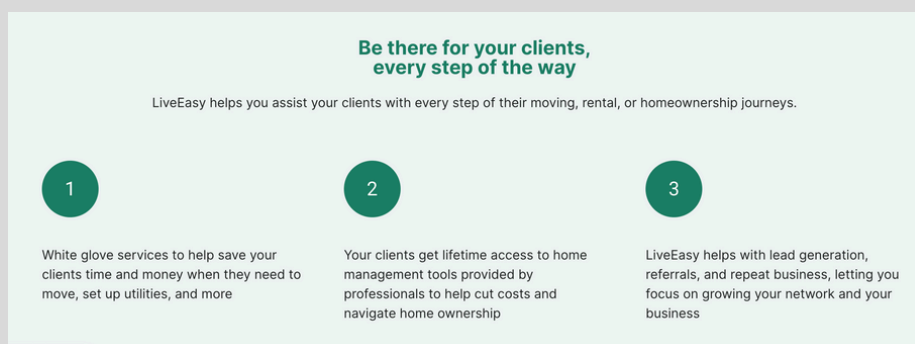
CRMLS



California Regional MLS

Senior Copywriter for the largest multiple listing service in the nation

- Functioned as copywriter for sister companies, including REcore, REdistribute, and Perchwell
- Acted as supervisor to Junior Copywriters
- Liaised with vendor partners for product launches
- Created event websites and communications



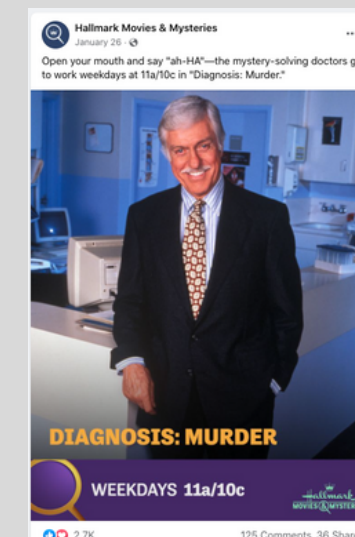
Crown Media



Crown Media

I wrote multiple posts a day across Crown Media's Facebook pages

- Developed brand voice
- Created new, engagement-generating post concepts
- Oversaw multiple movie premiere campaigns
- Created strategy and SEO for multiple titles
- Saw double digit increase in following during my tenure
- So. Many. Christmas. Movies.



PUT
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ON

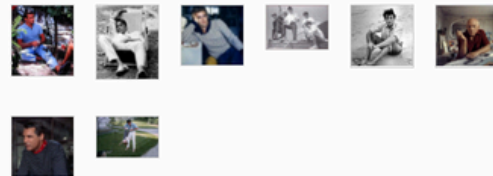
How To Dress Like A Sports Fan Without Looking Like A Total Dingus



Have you been following the World Series? Serendipitously, the two teams wear uniforms on the opposite sides of the color spectrum, blue and orange. It's made for a striking color contrast in the stands. When you get too close, however, you can see some unfortunate choices in booster apparel. Golf shirts, oversized jerseys, and those custom designs that say things we can't publish in good taste (let's just say that LA is full of people wearing "lever" uses of the D in Dodgers). And even though baseball season is at an end, there are still basketball, football, and hockey seasons ahead. So, here's some advice on how to not look like a memorabilia store victim when you're root, root, rooting for your team.



On Riviera Style



Look, it's dumb hot out right now. It's tempting to raise a middle finger to the sun, wear some shorts and a tee, and call it a day. But there are some who have been dressing well in the heat for generations. Call it "Riviera style" or "Bond villain chic" or "that money-older-than-most-countries look," but the aesthetics of having a yacht docked somewhere by Cannes is one of the best summer looks. So here's how to make it work for you.

Riviera style's influences range everywhere from well-heeled Brits going on vacation to Mediterranean sailing culture. You may be familiar with it from some sun-kissed movies such as *The Talented Mr. Ripley*, in which Jude Law has linen for days, and more recently in *Call Me By Your Name*, which had an American tinge. This style has two modes — one wet, one dry. The aquatic part is focused around swimming and looking damn good while chilling at the beach. The landed part is for lounging on villa patios or heading mildly inland for a cappuccino.



Spacefaring Seersucker
Pocket Square by Put This On
\$ 45.00

ADD TO CART

Share Tweet Pin it +1

Dressing well... in... space! Comes complete with hot-dog-shaped spaceship.

Made completely by hand in our studio in Los Angeles. Full, hand-rolled edges.

Measures 16" x 16"

Put This On

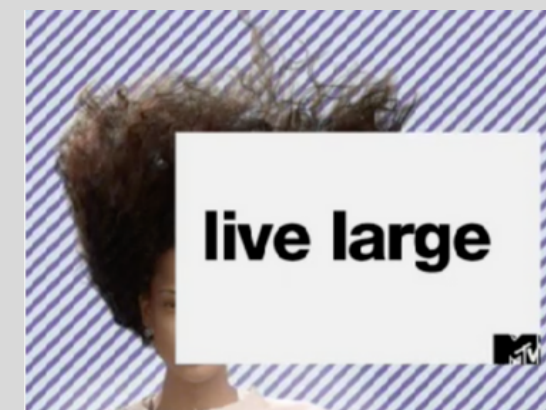
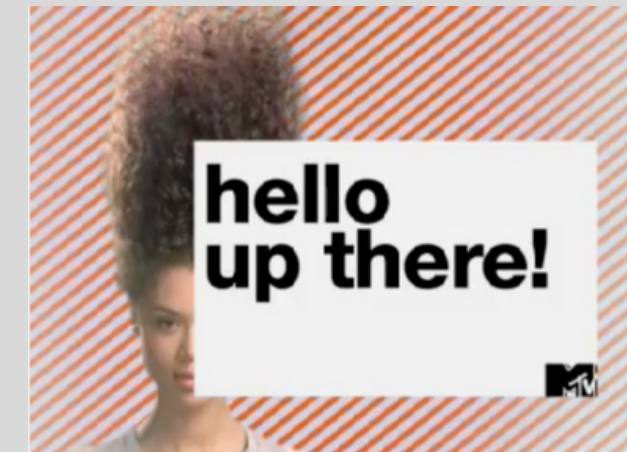
I managed social and e-commerce for the popular menswear site

- Grew social following
- Created product copy for hundreds of items
- Promoted special events
- Added regular editorial content
- Drafted e-blasts and promotional copy
- I can teach you ways to fold a pocket square

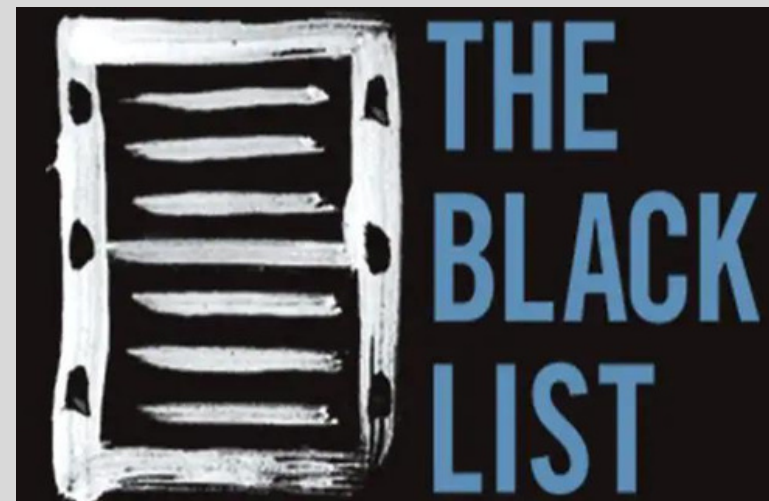
MTV Promos

I wrote and produced multiple on-air spots per week

- Generated scripts for "bumper" segments
- Directed voiceover sessions
- Assisted on multiple other campaigns
- Worked closely with executives for series premieres
- Participated in multiple brainstorm sessions
- They actually do still play music videos sometimes



A few other places my work has been featured:



And many more!

LET'S BE IN TOUCH

DCERRUTI.COM

