

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

Editorial

Newsletters/Email Marketing

Blogging

Broadcast

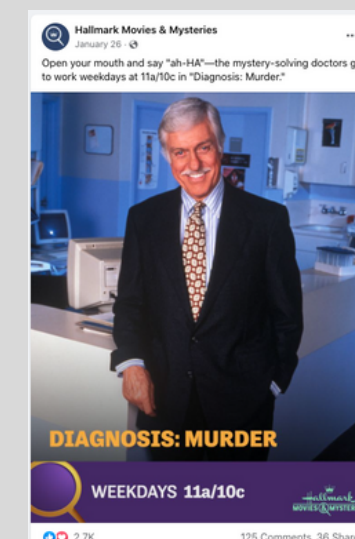
Crown Media



Crown Media

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

- Developed brand voice
- Created new, engagement generated 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

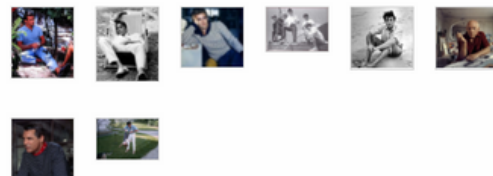
How To Dress Like A Sports Fan Without Looking Like A Total Dingus



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 darts, 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

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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

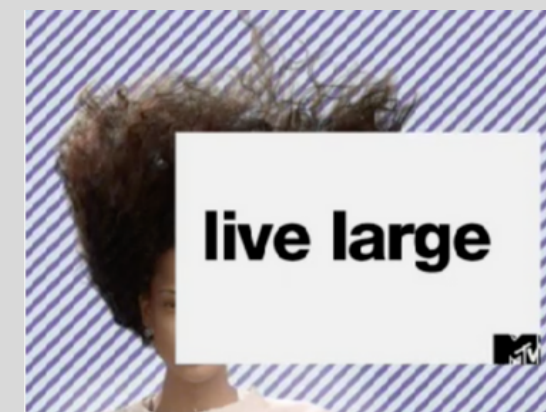
I managed social and e-commerce for the popular menswear site.

- 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

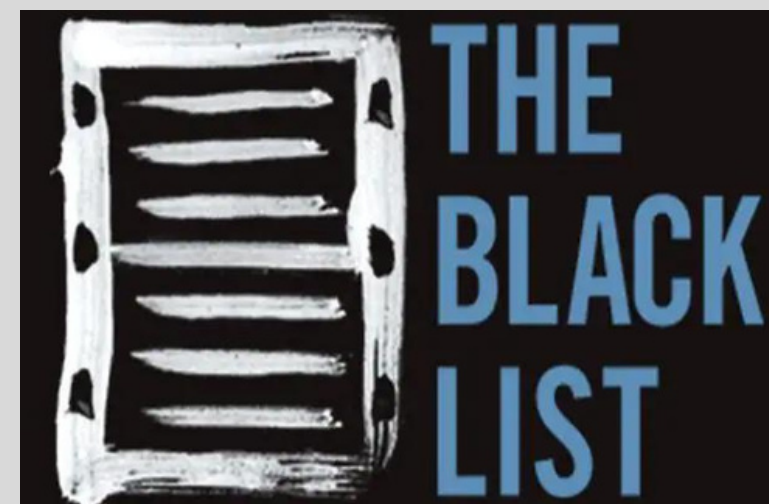
MTV Promos

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

