



My parents always said I chose my words carefully. Makes sense I ended up a writer.

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Professional Experience

Moneris — Creative Copywriter → Digital Content Specialist

Toronto, ON | 2022–Present

- Advanced from Creative Copywriter to Digital Content Specialist (2024) after team restructuring—showcasing adaptability and growth.
- Concepted and delivered copy for multi-channel campaigns: digital ads, websites, emails, and out-of-home placements.
- Exclusively authored SEO-optimized website content and leveraged generative AI tools for improved efficiency and performance. Key accomplishments include writing the Moneris.com homepage.
- Wrote and co-produced a commercial including making key decisions on casting, voiceover, and wardrobe.
- Collaborated with designers, marketers, and developers to ensure cohesive brand messaging.

Freelance Creative Copywriter — Elite Digital

Remote | 2021–2022

- Produced copy across digital mediums under tight deadlines for various agency briefs.
- Crafted SEO-driven long-form content to boost traffic and collaborated with artists and account managers.

Copywriter — Pilot Life

Toronto, ON | 2021–2022

- Wrote all website copy at launch and app store descriptions.
- Helped strategize marketing campaigns and crafted product messaging.

Copywriter — Ziplaunch

Toronto, ON | 2021

- Created email, web, and social copy, plus content calendars.
- Drafted SEO-friendly web copy and collaborated closely with graphic designers.

Copywriting Intern — Corus Entertainment

Toronto, ON | 2019

- Two CCMA Awards trailers (starring Billy Ray Cyrus and Dallas Smith) chosen, produced, and aired nationally.
- Wrote and produced radio spots; directed voice talent and worked with audio engineers.

Education

Seneca College — Creative Advertising Program

Completed coursework toward diploma before transitioning to a professional internship opportunity that launched my career.

Skills

Copywriting & Campaign Concepting · SEO Content Strategy · Generative AI Tools · Brand Storytelling · Digital & Out-of-Home Advertising · Cross-Team Collaboration · Trend Spotting · Pitching