

J. CHRISTOPHER ARRISON

Atlanta, GA 30317 | 404-822-4880 | j.christopher.arrison@gmail.com | <https://www.linkedin.com/in/jchristopherarrison>

COPYWRITER/EDITOR

Twisting the ordinary into something extraordinary

Multifaceted copywriter, editor, and musician, creating distinctive content and strategies to communicate brand messaging effectively in a crowded world. Draw on background in broadcast and digital media, music composition, and on-stage performance to tailor copy for audiences under various circumstances while supporting brand identity. Support company mission with personalized spin, from viral social media posts to humorous customer service to clear, witty website content. Complete all deliverables on time, collaborating with team members or working independently. Comfortable working under pressure. Core competencies include:

Content Writing | Editing | Messaging & Tone | Branded Copy | Press Releases | Television & Online Advertisements
Campaign Execution & Management | Creative Writing | Team Collaboration | Customer Relations | On-air Bumps
Adobe (Photoshop, Premier Pro) | MS Office (Word, Outlook) | Vimeo | Zoom | Slack
Flow | Basecamp | Social Media (Facebook, Twitter, YouTube, Instagram)

PROFESSIONAL EXPERIENCE

ADULT SWIM, Atlanta, GA

Oct 2014 - Jan 2021

Writer (Oct 2019 - Jan 2021)

- Developed hundreds of bumps broadcast nationally between programs and commercials. Scripted scenes for animated series, Tender Touches and Gemusetto Machu Picchu.
- Continued digital writing and musical tasks from previous roles.
- Wrote Facebook and Twitter posts that went viral, significantly increased viewer engagement, and resulted in articles written in entertainment publications such as Vulture.com and Primetimer.com
- Assisted customers and responded to all ratings on Adult Swim app on Google Play, iOS, and Amazon platforms.
 - Received positive feedback on Reddit for delivering enjoyable interactions through funny, creative responses, resulting in higher customer engagement.

Associate Writer (Mar 2015 - Oct 2019)

- Produced content for digital platforms, including website and app, as sole digital writer; generated tweets for Twitter account.
- Gathered news, contributed to on-camera commentary, and produced audio for ~1,000 episodes of Stupid Morning B**t for streams.
- Changed 404 website error to story ending with creative explanation of crash errors.
 - Generated notoriety on Twitter and earned merit award from management.
- Composed hundreds of promotional jingles, original songs, and parodies.
- Brainstormed PR stunts to engage viewers and garner media attention.

Production Assistant (Apr 2014 - Mar 2015)

- Partnered with creative team to write digital content.
- Scripted promos for the games division including Rick and Morty “Jerry’s Game” promo which has ~800K views on YouTube.
- Authored promotional copy for Facebook, Amazon, and YouTube; created and performed songs for live streams.

FREELANCE, Atlanta, GA

Apr 2010 - Apr 2014

Writer

- Wrote articles for /Film, Culture Ramp, Chunklet, and Salon.
- Composed music for popular web cartoon, Homestar Runner.
- Recently featured on NPR's Weekend Edition with Scott Simon, Crash and Ride Podcast, and Obsessed with Joseph Scrimshaw Podcast.

EDUCATION

GEORGIA STATE UNIVERSITY, Atlanta, GA

Bachelor of Arts (B.A.) in Psychology, *summa cum laude*