

Mark Marinovich

Senior Copywriter and Editor

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SUMMARY

Versatile senior copywriter and storyteller with 20+ years of experience delivering high-impact marketing communications for Fortune 500 companies and emerging startups. Expert at translating complex ideas into clear, compelling content aligned with business objectives. Background in journalism and creative writing, pairing narrative craft with strategic discipline. Leverages leading AI tools to maintain the highest quality standards.

EXPERIENCE

Freelance Copywriter and Editor (1997 - Present)

- **EXPERTISE:**
- Storytelling & narrative development: product launches, strategic messaging, positioning.
- Ghostwriting & thought leadership: articles, blogs, scripts, social content, press materials.
- Corporate & internal communications: executive messaging, employee communications, crisis communications, press outreach.
- Long-form content: press releases, case studies, white papers, newsletters, collateral.
- Branding & identity: messaging, positioning, voice, tone.
- Multichannel & digital content: integrated campaigns, web content, email marketing, SEO.
- Creative: concepting, visual storytelling, infographics, campaign development.
- **TECH CLIENTS:** Hewlett-Packard, EFI, Adobe Systems, NETGEAR, McAfee, BACtrack, VeriSign, VERITAS Software.
- **CONSUMER CLIENTS:** Wells Fargo Bank, Wyndham Hotel Group, CVS Pharmacy, Best Buy, California State Automobile Association, The Clorox Company.
- **GHOSTWRITING:** Retained by top public relations and reputation management firms to provide confidential writing services for elite clients.

eBay | Senior Copywriter, North America Seller Marketing (Contract; 2015 - 2023)

- Led content development for launch campaigns and seller updates on new products, platform innovations, best practices, and policy changes.
- Created multichannel content, including website content, FAQs, emails, community posts, social media, scripts.
- Partnered with cross-functional teams including product, corporate communications, legal, and international stakeholders.
- Wrote crisis communications for events that impacted eBay sellers (e.g., weather events, platform issues, Covid, Ukraine war).
- Wrote executive communications (e.g., talking points, podcast and video scripts, community posts), partner communications (Intuit, PayPal), and high-priority updates on tax law changes, shipping updates, and other events impacting sellers.
- Principal writer/editor of eBay Seller Center, a seller help resource, for five years.
- Contributed to eBay's global Style & Branding Guidelines.

Novelist & Screenwriter (2000 - Present)

- Recently completed *Seacliff Park*, a highly rated historical thriller.
- Previous novels with environmental themes: *The White Boats* and *A Boutique Safari*.
- Wrote award-winning screenplays across multiple genres, securing literary management and entertainment attorney representation.

Vice President, Marketing Communications | Jan Marini Skin Research (7/2006 - 3/2010)

- Led marketing communications for a global consumer products brand with a presence in 80+ countries and 8,000+ resellers.
- Wrote or edited all internal and external communications.
- Rebranded JMSR, increasing market visibility and consumer engagement.
- Quadrupled all previous media coverage in less than three years, generating millions in added revenue.
- Managed internal and external communications, crisis PR, and influencer programs.
- Earned uncompensated testimonials from many A-list celebrities.
- Led a successful crisis PR response to a high-profile FDA action, securing favorable press, including two Wall Street Journal cover stories.

EDUCATION

San Jose State University

B.A., Journalism & Psychology

SKILLS & EXPERTISE

- B2B and B2C marketing communications
- Content writing and strategy
- Creative strategy
- Short- and long-form content
- SEO
- Brand storytelling
- Blogs
- Scripts