

ZANDRO SALVO

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SUMMARY

Intermediate copywriter with 15+ years of agency and brand experience writing conversion-focused copy across digital and print for premium brands in furniture, wellness, tech, real estate, and hospitality. Equally comfortable in long-form editorial and high-impact short copy (headlines, subject lines, CTAs). Currently an agency copywriter running AI-assisted content production across three concurrent client accounts, which means I bring a working, hands-on understanding of generative AI's role in the creative process, with fifteen years of craft as the quality filter. Strong grammar, strong brand-voice discipline, low ego, and hungry to be pushed from good to great on campaign conceptualizing.

CORE COMPETENCIES

- Brand voice development and enforcement, from tone guides to punctuation-level style rules (Canadian Press style)
- Long-form storytelling: articles, destination features, lookbooks, scripts
- Short-form and performance copy: headlines, subject lines, CTAs, ad copy, A/B variants
- Digital campaigns across web, email, social, and paid media; conceptualizing alongside designers
- Generative AI in the creative process: AI-assisted drafting, workflow design, quality control, and documented SOPs
- Working to performance metrics (CTR, CVR, engagement); Google Workspace, Asana, WordPress

PROFESSIONAL EXPERIENCE

Copywriter - Macho Bear Studios (creative marketing agency) | Vancouver, BC | 2026 - Present

- Write blog, campaign, email, and press-release copy across three concurrent client accounts spanning SaaS, proptech, and hospitality, each with its own voice and style rules.
- Reached five times the expected copy output within two weeks of hiring; shipped 148+ published long-form guides and 50+ additional blog posts in the first three months.
- Designed and built, unprompted, an AI-assisted content production system covering all three primary clients: client-specific AI workspaces, research routing, cache documents, written SOPs, and self-built browser tools.
- Wrote campaign and sales copy for luxury property developments internationally, including residential towers in Asia and Canada and prestige addresses in London.
- Enforce brand standards to the punctuation level across every client deliverable, in Canadian Press style.

Brand & Marketing Copywriter - Moe's Home Collection | Vancouver, BC | 2021 - 2025

Premium home decor and furniture brand with a design-led, upscale aesthetic.

- Piloted AI-assisted drafting to write and iterate 1,000+ product descriptions per year, cutting production time from 12 weeks to 4 while maintaining a consistent, elevated brand voice.
- Wrote digital and print advertising for collection launches, seasonal promotions, and trade catalogues aimed at a design-savvy, higher-income audience.
- Created conversion-focused promotional emails and B2B exhibition nurture sequences (invite, reminder, last chance, post-show) that drove RSVPs, appointments, and orders.
- Planned multi-channel storytelling across homepage heroes, collection pages, email, and social, adapting ideas for trade versus retail and for top- versus bottom-funnel needs.
- Partnered with designers to keep headlines, body copy, and layouts working in harmony across web, print, and in-store.

Copywriter / Content Producer - AAXLL Brands Co. | Remote | 2019 - 2021

Consumer wellness company operating in the U.S. market.

- Wrote region-specific, SEO-informed articles, FAQs, and landing pages that turned complex product and regulatory information into clear, reassuring copy.
- Balanced educational, trust-building long-form content with conversion-oriented sections, working closely with marketing and compliance teams.

Copywriter / Content Producer - Castle CS Marketing & Advertising | Vancouver, BC | 2016 - 2019

Boutique full-service agency serving 80+ small and mid-sized clients.

- Wrote advertising campaigns across digital, print, and email: paid social, search ads, landing pages, websites, direct mail, and blogs.
- Produced multiple headline and body variants for paid placements, iterating on A/B tests and analytics while protecting each client's brand voice.

- Developed scripts for client YouTube and promotional videos; shifted tone across industries from professional services to hospitality.

EARLIER CAREER (BROADCAST & EDITORIAL)

- Associate Producer, Rogers Media (2015-2016): editorial direction, storylines, and scripts for a six-episode docu-series on Vancouver real estate.
- Featured Writer / Content Editor, wikiHow (2015-2016): edited and standardized 200+ articles for clarity, structure, and style.
- Content Producer / Lead Writer, TELUS (2011-2012); Head Writer, Blink Media (2007-2008); Jr. Coordinator / Content Producer, CBC (2007, hired via national bursary).

EDUCATION & AWARDS

- Certificate, AI Marketing, Cornell University, 2025
- Diploma of Technology, Broadcast & Media Communications, BCIT | BA, Sociology (Major) / English (Minor), UBC
- Awards: CBC Minority Writer's Development Bursary (multiple years); CBC Innoversity National Scholarship; VIFF CBC Minority Writer's Delegate; Citytv Multi-Cultural Scholarship