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| **JUSTIN HALL**   |  | | --- | |  | | jghall388@gmail.com | |  | |  | |  | | linkedin.com/in/jgh33 | |  | | [Portfolio](https://www.pen-chisel.com/adds-blogs-more) | | COpy Expertise •Web •Video •Social media  •Ad •Blog •Demand generation  •Long form •Creative •Event | |  | |  | | --- | | Experience **Words with Weight LLC | Copy Consultant | 8/2022—present**  I’ve partnered with three visionary startups in the BioHealth and AI space to craft copy for [web](https://rzero.com/whitepaper-enhancing-building-health/#form1), demand-gen, social, ads, blogs, [eBooks](https://rzero.com/whitepaper-enhancing-building-health/#form1), and [case studies](https://rzero.com/whitepaper-enhancing-building-health/#form1). Delivering compelling, concise copy has Increased my clients’ click-through and open rates, time on page, and engagement.  **Zscaler | Creative Copywriter | 4/2020—6/2022**  An integral part of Zephyr, Zscaler's creative team, I wrote anything and everything, including video scripts for [product marketing](https://www.youtube.com/watch?v=TR7SlxIr6cg), [connected TV ads](https://www.youtube.com/watch?v=WKZjKB3HR4I&pp=ygUeWmVybyB0cnVzdCBzdGFydHMgd2l0aCBac2NhbGVy), [executives](https://www.youtube.com/watch?v=30GJvvwDNec), and a [Grammy-award-winning songwriter](https://zscaler.wistia.com/medias/fzti8pwnny). I also wrote copy for emails, demand-gen, social, and internal comms.  **Delighted (a Qualtrics company) | Copywriter | 8/2019—3/2020**  As the lead copywriter and content strategist, I wrote dozens of marketing assets, including blogs, web copy, eBooks, social copy, ad copy, and other demand-gen assets.  **Rubrik | Global social media & Copywriter | 12/2018—8/2019** I ensured our social strategy succeeded by writing enthralling copy for demand-generation campaigns, [organic campaigns](https://twitter.com/rubrikInc/status/1180932827640152066), ads, and company news. I also contributed heavily to its blog, ghostwriting content for some well-known executives.  **Palo Alto Networks | Global social media copywriter | 1/2015—12/2018** I oversaw all copy, content curation, and scheduling across 8+ social channels. I also contributed heavily to Palo Alto Networks’ blog, ghostwrote articles in third-party publications, and managed [the former CEO’s LinkedIn and Twitter](https://www.linkedin.com/posts/markmclaughlin4_announcing-the-2018-cybersecurity-canon-hall-activity-6408363802928250880-hHum?utm_source=share&utm_medium=member_desktop) accounts, writing all copy and planning all content. EducationSanta clara university | 2012 | Marketing First-generation University Student | |  | |  | |