

Vincent Antonio Rendoni.

A messenger for every medium.

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Summary
Award-winning senior writer & brand strategist with 10+ years experience in agency, startup & Fortune 500 environments. Driver of impactful narratives for awareness, demand & growth.

Ask me about my award-winning book of poetry.

Awards

- Gold, ANA B2 Awards — Corporate Branding Campaign, Juniper Networks, Demand More, 2023
- Silver, ANA B2 Awards — Growth Marketing, Juniper Networks, Demand More, 2023
- Silver, ANA B2 Awards — Video Marketing, Juniper Networks, Demand More, 2023
- Winner, The Drum Awards — Best B2B Brand Campaign, Juniper Networks, Demand More, 2022
- Highly Commended, The Drum Awards — B2B Brand of the Year, Juniper Networks, 2022
- Silver, B2B ARF Ogilvy Award — Juniper Networks, Real Results, 2022

Education

- MFA, Chatham University
- BA, Western Washington University

Experiences

Juniper Networks

Senior Copywriter & Marketing Manager, Brand Creative (2021–Present)

- Concepted & wrote Demand More, a Drum & ANA B2 award-winning campaign; resulted in +69% brand consideration, 5x brand exposure to C-suite & +38% enterprise revenue attributed
- Developed & wrote Real Results, an Ogilvy award-winning campaign; led to +75% likeliness to consider, +71% brand sentiment & +27% increase in enterprise business growth, YoY
- Shaped & wrote the 2023 Aston Martin Formula One partner campaign; drove +68% local homepage traffic, x2 longer average time on site & +86% CTR, YoY
- Created a video & radio brand awareness series; yielded 84m+ impressions, 97%+ watch-through rate & +8% brand consideration
- Conceived a pre-awareness campaign; surpassed all site-visit & platform-performance benchmarks with +318% increase in traffic, \$3.55 CPSV over \$7.64 benchmark, \$1.23 CPC over \$1.46 benchmark & +29% CTR, WoW
- Wrote the company's first omnichannel competitive takeout campaign; generated 5k new contacts & a \$1.3 million pipeline
- Concepted & wrote assets for the Mobile World Congress 2024 booth experience; +11% increase in customer meetings attributed, YoY
- Authored brand guidelines, establishing the company's first-ever framework for brand development, management & best practices; improved brand consistency by +20% across all platforms

Veritas Technologies

Senior Copywriter, Brand Creative (2021)

- Concepted & wrote the Cloud Connection campaign; increased MQLs by 18% over benchmark
- Modernized brand SEM strategy; delivered +27% overall CTR improvement, QoQ
- Planned & executed a major web-brand refresh; decreased overall bounce rate by 15%

HPE Aruba Networking

Copywriter, Brand & Corporate Marketing (2019–2021)

- Revamped brand guidelines, advancing brand management practices & messaging strategies; achieved +30% improvement in brand consistency across all platforms
- Revised voice & tone guidelines as part of a refresh initiative, ensuring consistent messaging across external-facing content; improved brand recognition by +12% across all platforms
- Promoted new brand practices with company-wide seminars; averaged 500+ employee & agency partner attendance, per session
- Co-hosted the Aruba Unplugged Podcast; drew +50% increase in average listeners
- Co-wrote a popular partner-focused video content series; saw 10x improvement in average viewership

HTC VIVE

Copywriter, Enterprise Marketing (2018–2019)

- Branded & messaged VIVE Pro Eye, a 2019 TIME Best Invention
- Co-developed the highly impactful VIVE Enterprise brand & case study program; increased brand awareness by +18%
- Developed a brand management & best practice guide for consumer & enterprise audiences; lifted brand consistency by +35%, attributed to rise in MQLs
- Planned a highly successful HTC-Qualcomm social media campaign; achieved +300% improvement in average CTR, MoM
- Implemented efficient writing templates, prompt programs & review cycles; saved \$6k in budget, QoQ