

## Creative Copywriter

# Joshua Holloway

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### Intro

Hey, I'm Josh — great to meet you. I like to spend most days writing scroll-stopping content that leaves a lasting impact for the most beloved brands on earth, and most nights producing my upcoming sophomore album. To me, lyrics and copy are two sides of the same coin.

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### Experience

October 2024 – Present

#### **Copywriter** *Zulu Alpha Kilo*

Crafting scroll-stopping work for global brands including Bell, Subaru, Interac, and Virgin Plus. Writing for TVCs, radio spots, influencer partnerships, social content (TikTok + IG), end-to-end rebrands, product launches, and targeted online promotions. Remote position.

March 2024 – October 2024

#### **Freelance Copywriter** *Joshua Holloway Creative*

Freelance copywriting for beloved international brands. Specializing in social and digital content, web copy, brand voice development, AI-integration, and 360 campaigns. Working with clients from coast to coast, including a remote full-time contract with GUT Agency.

January 2022 – February 2024

#### **Copywriter** *GUT Agency*

Working with the GUT Toronto team to launch fully integrated campaigns for global brands (Tim Hortons, Goodlife, Stella Artois, KY). Writing for product launches, brand love campaigns, influencer partnerships, merch drops, DEI, and non-profit programs. Remote position.

March 2021 – December 2021

#### **Junior Copywriter** *Mixtape Creative Agency*

Creating compelling digital & social content for key clients (RE/MAX Realty, Pizza Pizza, Healthy Planet, Violife). Developing brand voice for new businesses, co-managing corporate social accounts, and pitching campaigns directly to client. Remote position.

September 2018 – January 2020

#### **Social Media Manager** *Lobelia's Lair*

Curated a fresh collection of social media product campaigns with a focus on ROI and analytics. Gathered KPI's from each post and channeled them into a bespoke digital marketing strategy. Also handled product photography, art direction, headlines, and targeted post copy.

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## Education

2020 – 2021

### **Graduate Certificate: Creative and Digital Strategy** *Centennial College*

Learned critical elements of effective strategic marketing, how to craft adaptive, integrated ad campaigns, and tools for productive, insight-based problem-solving in a fast evolving industry.

2016 – 2018

### **Diploma of Music: Jazz Studies** *Vancouver Island University*

Attended the VIU Music Program specializing in jazz voice & piano. Had the honor of performing in several jazz showcases, accompanying an array of vocalists, and forming a dynamic trio with fellow alumni that would go on to perform in venues all over the island.

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## Awards

2023

### **Advertising & Design Club of Canada** Silver Medal for "Caffeine(AI)ted"

Received a Silver Medal (Transit Advertising) from the ADCC for Tim Hortons' AI-driven "Caffeine(AI)ted" campaign. See portfolio for more details.

2023

### **Advertising & Design Club of Canada** Bronze Medal for "Caffeine(AI)ted"

Received a Bronze Medal (Newspaper Advertising) from the ADCC for Tim Hortons' AI-driven "Caffeine(AI)ted" campaign. See portfolio for more details.

2021

### **Centennial College** *Top Copywriter of '21*

Honoured to receive the Top Copywriter Award from Centennial College in Toronto.

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## Published In

CBC News  
The Globe And Mail  
Global News  
National Post  
Newswire  
Now Toronto  
Daily Hive

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## Capabilities

- Social/Digital Content
- Longform Copy
- Creative Concepting
- Case Studies
- eDMs + Sub Comms
- Landing Pages
- Radio Scripts
- TVC Scripts
- VO Recording
- Music Briefs
- PR Releases
- Pitching to Client
- Proofreading
- AI Tools: ChatGPT, Midjourney, Leonardo
- Presentation Design

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## Contact & Portfolio

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