

Daniel Ulanoff

(516) 503-9608 | dan.ulanoff@gmail.com | NY metro area
linkedin.com/in/dan-ulanoff/

PROFESSIONAL SUMMARY

Creative writer with a background in film, theater, and marketing, skilled at building copy and content from the ground up at the agency and client level. Seeking the next big storytelling challenge at the intersection of entertainment, media, and brand strategy.

Professional Experience

Simplistic LLC, Copywriter

2024-2025

- Strategized content planning and goals alongside Head of Operations, COO, and clients in daily and weekly sessions
- Crafted engaging SEO blogs, product listing page copy, and DTC email blasts while collaborating with Head of Operations and marketing teams to drive content strategy and team progress
- Led all writing content, matching and enhancing client's existing brand story, tone, and voice

Digital Revamp, Content Writer

2023-2024

- Met with clients to discuss the direction of their digital brand and collaborated with other writers
- Researched, drafted, and produced engaging and creative copy that aligned with our client's brand and voice
- Created and optimized multi-platform content to strengthen brand identity and audience engagement

Mashed.com, Writer

2023

- Wrote entertaining, comedic, and creative content related to various trending food topics

All Court Interactive, Senior Content Creator

2022

- Delivered creative, playful, and holiday-relevant content for client platform, Santa.com

Grom Social Enterprises, Content Creator at Santa.com

2021 – 2022

- Pitched, developed, and wrote entertaining and creative content related to the Christmas season

Skills

Creative Writing, Screenwriting and Storytelling, Brand and Content Strategy, Theater and Improvisation
Directing and Film Production, DTC/SEO/B2C/B2B Copywriting, Comedic Content Creation, On-Camera Talent

Additional Experience and Accolades

LIVE with Kelly and Mark/The Walt Disney Company, Production Associate

2025

Tech Radar Gaming, Freelance Contributor

2022-2023

The Week Junior, Freelance DTC Copy and Consulting

2022-2023

Creative Food Writer, Medium.com

2018 – Present

Cast Member of Eight is Never Enough Improv Troupe

2018

Best Actor, Hofstra Shakespeare Festival

2013

Education and Training

Brooklyn College, Brooklyn, NY/Edinburgh Napier University, Edinburgh, Scotland, UK/ Bachelor of Arts, Film Studies

Upright Citizens Brigade Improvisation Training

Long Island High School for the Arts Summer Program, Drama Department