

Elliott I. Feliciano
COPYWRITER
PORTFOLIO

ELLIOTT I. FELICIANO

copywriter/screenwriter/editorial writer

EFFICIENT.
IMAGINATIVE.
FEARLESS.

ABOUT

Elliott I. Feliciano is a writer/copywriter with multiple years experience in the TV industry. He loves to work in creative roles with brands within the travel, hospitality, fashion, and entertainment worlds. Being queer-trans-Puerto Rican, he has lived both sides of the coin, and comes with magnitudes of perspectives and ways of approaching life. He has a solutions-oriented frame of mind with focus on providing original and creative copy that sits in language with each brand. He loves challenging projects that open a world of ideas and opportunities that are new to him. When he's not typing away at the computer, you can find him swimming in a pool or the ocean. Where there's water, you will find him.

Tony's Chocolonely

(product page)



MY WORK

With this mock-up, I took the copy from the product page of one of Tony's Chocolonely chocolate bars, a collab with Ben & Jerry's, and rewrote it with my own copy. I used the brand's voice and style to create seamless copy for the product, as well as the CTA button.

Tony's Chocolonely

(product page)

After

Before



DARK MILK CHOCOLATE BROWNIE

6.35 oz, 1 bar

\$5.95

[buy me](#)

Chocolate and ice cream lovers unite! Inspired by Ben & Jerry's OG ice cream flavor - Chocolate Fudge Brownie - gets you a biteful of chocolate brownie chunks doused in smooth dark milk chocolate (AKA that milk choco you love mixed with choco's older and sophisticated sibling... dark). Have a bar (or 2 or 3) to celebrate Ben and Jerry's joining our mission by sourcing their cocoa the way we do. Traceable cocoa just keeps getting sweeter!



DARK MILK CHOCOLATE BROWNIE

6.35 oz, 1 bar

\$5.95

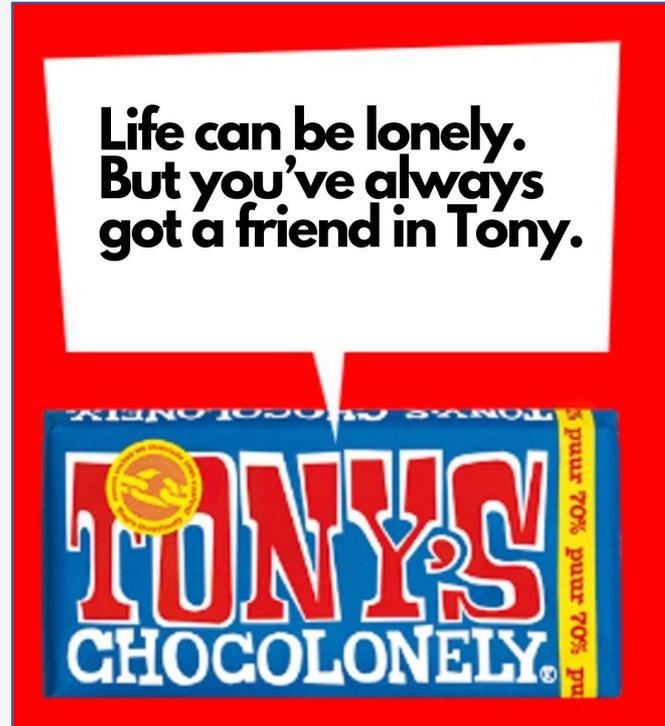
[add to shopping bag](#)

Get ready to fall hook, spoon and sinker for this delish delight, inspired by Ben & Jerry's classic ice cream flavor - Chocolate Fudge Brownie! Chomp on chunks of crunchy brownie pieces smothered in smooth dark milk choco (AKA the creaminess of milk choco with the bite of dark). *Especially* since these new bars are here to celebrate Ben and Jerry's joining our mission and sourcing their cocoa the Tony's way. Traceable cocoa never tasted so goodood!



Tony's Chokolonely

(social media ad)



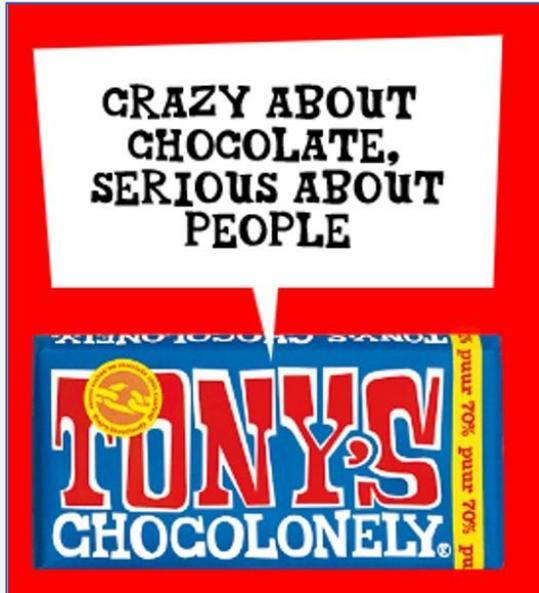
MY WORK

A mock-up of a social media ad copy for Tony's Chokolonely. I infused the humor of Tony's Chokolonely and a play on their name to make the ad copy fun and relatable.

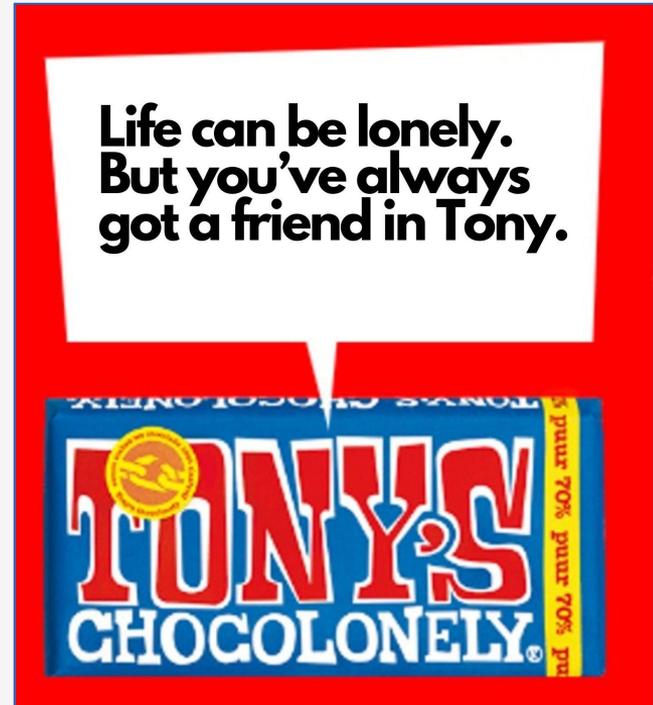
Tony's Choclonely

(social media ad)

Before



After



Mindvalley

(homepage)

Who is this for Mindvalley Membership Choose your plan What people say FAQs

from \$33.25/month (billed annually) [Become a member](#)

Looking to find that spark in your life or career?

Do you find yourself struggling in your love life, career, health and fitness, spirituality, or life in general? Perfection can never be achieved, but with Mindvalley you can come close to it.

Steady use of Mindvalley helps you take back the reins of every aspect of your life, leading the way to the best version of you. Mindvalley has some of the best programs in the world, all within one app. Don't believe it? Just browse through any of the 20,000 case studies for validation, and see how Mindvalley helps to improve lives.

Find a better version of you with a Mindvalley Membership.



MY WORK

Mindvalley is a lifestyle/spiritual/meditation app that runs on memberships. I created a mock-up of their homepage advertising their membership using their tone of voice and inspirational adjectives with a focus on the “you” of it all.

Before

[Who is this for](#) [Mindvalley Membership](#) [Choose your plan](#) [What people say](#)

Seeking a breakthrough in your life or career?

Mindvalley helps you get unstuck in any part of your life that's less than perfect. Perhaps you've lost a relationship, or you feel your career isn't growing fast enough. Maybe you're looking to scale your business, or develop that dream body, or you're looking to master your spiritual self.

Mindvalley doesn't just help you break through any barrier in your life, but the continuous use of Mindvalley helps you become world-class in every single area. Mindvalley is known for having the best programs in the world all in one app, and we have 20,000 browsable case studies to prove this.

Become the best version of yourself with Mindvalley Membership.

[Who is this for](#) [Mindvalley Membership](#) [Choose your plan](#) [What people say](#) [FAQs](#)

from \$33.25/month
(billed annually)

[Become a member](#)

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The Tie Bar

(email, pt 1)



The Tie Bar

Inbox

Three Everyday Styles For a Tuxedo

Three simple ways to style The Tie Bar tux for your everyday look.

...



Three Everyday Styles For a Tuxedo

Wear a formal tux on the daily? Yep.

Tuxedos and formal occasions go hand in hand – but they don't have to be just for that. The Tie Bar's tuxedo has a classic and versatile appearance that's easy to style for your everyday adventures. Here's how to remix the tuxedo in three casual styles.

SHOP NOW

MY WORK

The Tie Bar is a designer tie and menswear company. This is a mock-up I created for one of their emails on wearing a tuxedo outside of formal occasions.

Here you can see the above Subject Line and Preview Text I generated, as well as the Headline and Body of the first portion of the email.

The Tie Bar

(email, pt 1)

After

☆ The Tie Bar

Inbox **Three Everyday Styles For a Tuxedo**

Three simple ways to style The Tie Bar tux for your everyday look.

...

Before



THREE UNEXPECTED WAYS TO WEAR A TUXEDO

Think a Tux Is Just for Formal Events? Think Again.

The tuxedo has long been reserved for black-tie affairs—but we're here to shake things up. Meet The Tie Bar's tuxedo: timeless, versatile, and way easier to style than you think. Here's how to take it from classic to casual in three fresh ways.

SHOP NOW



Three Everyday Styles For a Tuxedo

Wear a formal tux on the daily? Yep.

Tuxedos and formal occasions go hand in hand – but they don't have to be just for that. The Tie Bar's tuxedo has a classic and versatile appearance that's easy to style for your everyday adventures. Here's how to remix the tuxedo in three casual styles.

SHOP NOW

☆ The Tie Bar

Inbox **Three Unexpected Ways to Wear a Tuxedo - Here's how to style The Tie Bar tux three ways.**

...

The Tie Bar

(email, pt 2)



Classic Colors

The classic black tux, styled with a striped polo and Chelsea boots gives off sleek vibes with a casual coolness.

Upscale Grunge

Mix any tux jacket with your favorite graphic tee and jeans, along with a smoking slipper, for those casual weekend vibes.



MY WORK

This is the 2nd half of the email where it gives a bit of detail on how to wear/mix a tuxedo with your everyday clothing.

I played with the original wording to emphasize the casualness of wearing the tux. The simplicity of pairing it up for casual suit vibes and/or pairing it down for jeans and T-shirt looks.

The Tie Bar

(email, pt 2)

After

Before



MONOCHROME MODERN

Wear the full tux like a sleek black suit, swapping the dress shirt for a striped polo and Chelsea boots.

90S-INSPIRED EDGE

Pair the tux jacket with a graphic tee, light-wash jeans, and a smoking slipper for a high-low mix that just works.



Classic Colors

The classic black tux, styled with a striped polo and Chelsea boots gives off sleek vibes with a casual coolness.

Upscale Grunge

Mix any tux jacket with your favorite graphic tee and jeans, along with a smoking slipper, for those casual weekend vibes.



The Tie Bar

(email, pt 3)

Tux Pants, With a Twist

Get the most out of your tux pants by styling with a patterned button-up or polo shirt and your favorite loafers for a relaxed, polished look.



MY WORK

This was the third part of the email that gave an option for styling the tuxedo pants.

The vibe here was to pair down the tuxedo pants, but still keep it stylish and polished. Upscale casual, if you will.

The Tie Bar

(email, pt 3)

Before

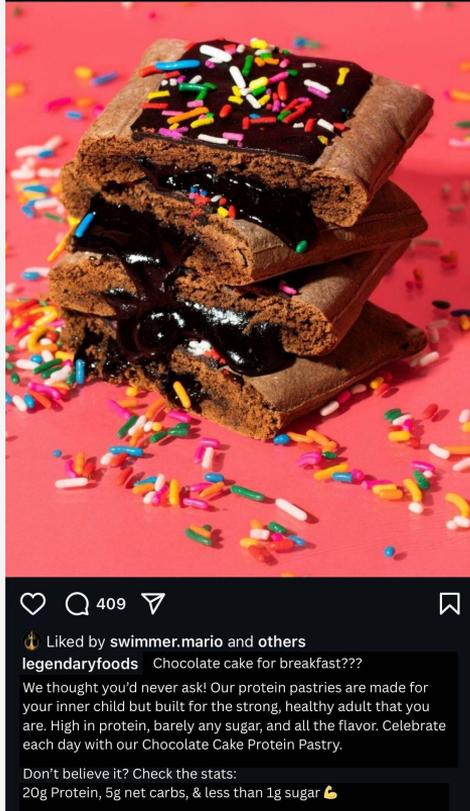


After



Legendary Foods

(Instagram post)



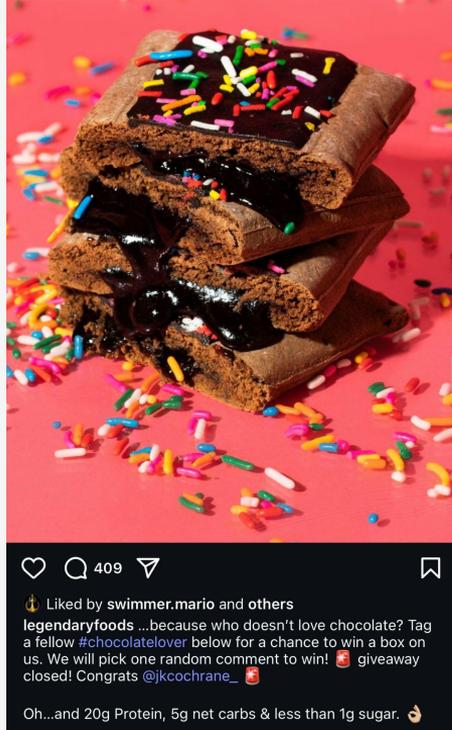
MY WORK

Legendary Foods is a product snack company. Their Instagram posts don't often include the product name, and a lot of the posts tend to be mostly giveaways.

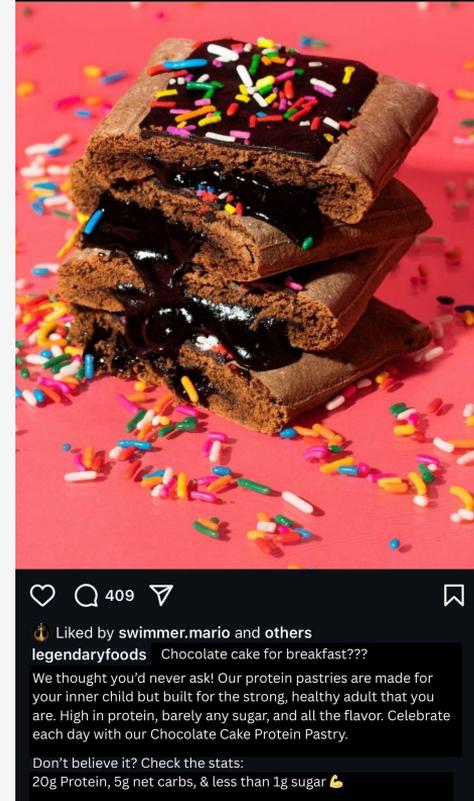
With my mock-up post, I played on the fact that chocolate cake is for celebrating. And brought in the nostalgia of wanting to eat cake for breakfast as a child. I, also, included the product name for easy accessibility when the consumer searches for it.

Legendary Foods

(Instagram post)



Before



After

Tom Swift

(TV scriptwriting)



Story by
**ELLIOTT FELICIANO &
KAHLIL MASKATI**

MY WORK

Tom Swift was an American drama, mystery TV series (2022) on the CW network that was based on the book series of the same name.

In season 1 I helped co-write episode 107 (*...And The Book of Isaac*), receiving story-by credit. In this episode we got to dive deeper into the story of Isaac, and how he came into Tom's life as his bodyguard. It was fun to tell a story about a character that happens to be trans but not focus on their sexuality.

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Resume

[Elliott Feliciano CV](#)