

# Writing Portfolio

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Jonathan Villa

johnnyvilla.com

# Wibbitz — Marketing Internship

Jan.2019 - Jul.2019

Initial Draft

Coverage

Product

Product

Report

Report

Blog

Blog

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During the first two quarters of 2019, I interned at a B2B video/tech startup called Wibbitz. I provided support for marketing functions ranging from email-based marketing, social media marketing, design, PR, and event marketing. My writing revolved around topics such as: product launches, partnership announcements, and thought leadership.

Click the rectangles below to view my works.

# WSP Writing Assignment

June 2018

This is a collection of over 200 copies done for WSP USA, one of the top engineering and design firms in the nation. These passages were to be housed in a digital map, under the moniker ATLAS. Each work details the general specifications, interesting tidbits, and implemented innovations put forth by the WSP team.

To see the full project, click the rectangle to the left.



# 432 Park Avenue, NY

Characterized by its timeless simplicity, 432 Park Avenue holds a structural makeup that is anything but effortless. Early stages of wind-tunnel testing revealed to engineers at WSP that light wind caused the originally stiffer building to vibrate, and used 'drum' floors as a novel solution to make the building more aerodynamic, allowing the building to "flow with the wind". The residential high-rise is also comprised of two high strength concrete tubes with the inner tube serving as the building's backbone, and the outer tube, imparting considerable stiffness, serving as the tower's perimeter frame. The tubes have allowed WSP to successfully remove all interior columns, giving occupants flexibility in the configuration of their living space. For added resident flexibility, the floor-to-ceiling heights in each apartment are 3.8m, a full meter higher than a conventional New York apartment. The added height allows for engineers to retain the building's core compact, resulting in an additional 250ft<sup>2</sup> of additional living space per floor.

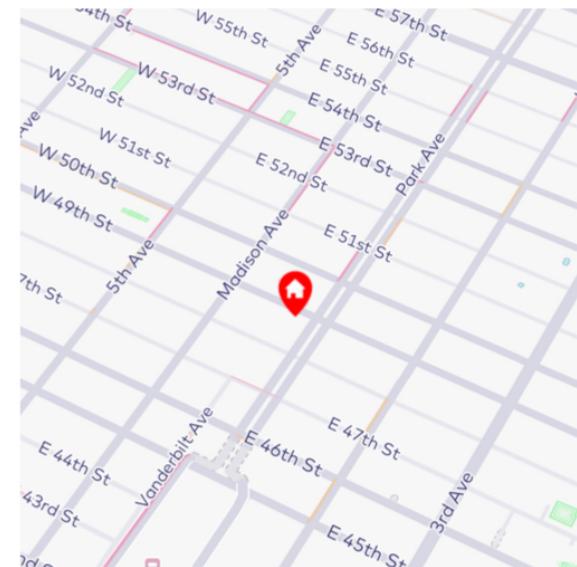
432 Park Avenue provides residents unique views of Manhattan from all directions with its six 3m x 3m windows, making it a landmark whose presence within the New York City skyline is embraced by both residents and tourists alike.

## Status

COMPLETED IN 2015

## Architect

RAFAEL VINOLY ARCHITECTS, SLCE  
ARCHITECTS LLP



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# One World Trade Center, NY

One World Trade Center is paramount in setting new standards for design and construction all while being universally recognized as an iconic member of the New York skyline. Almost immediately recognized by the kaleidoscopic nature of its glass, One World Trade Center is a monument whose elegance shines uniquely regardless of where it is viewed. Standing at a massive 1776 feet tall--echoing the historic year the Declaration of Independence was signed--the structure proudly retains the title as the tallest building in the western hemisphere.

Despite its clean and simple look, the building revolutionized the construction and engineering community. After 9/11, construction came to a halt to reconvene about specific failures and the lessons to learn for future infrastructure; New York building code had to be redesigned from the ground-up. In order to ensure safety, a hybrid concrete-and-steel structure holds the skyscraper together with over 14000psi of force. Within the core lies a dedicated first-responders' stair which allows first responders to climb the building quickly while simultaneously letting occupants evacuate. These innovations have since been adopted into New York City's building codes, and in buildings worldwide.

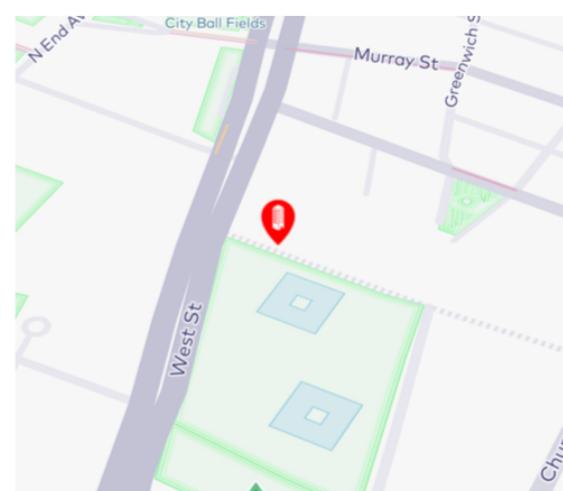
The construction of One World Trade Center is truly a story of redemption, where what was once fear to continue resulted in growth as a society--reflecting the story of the towers whose name it shares.

## Status

COMPLETED IN 2014

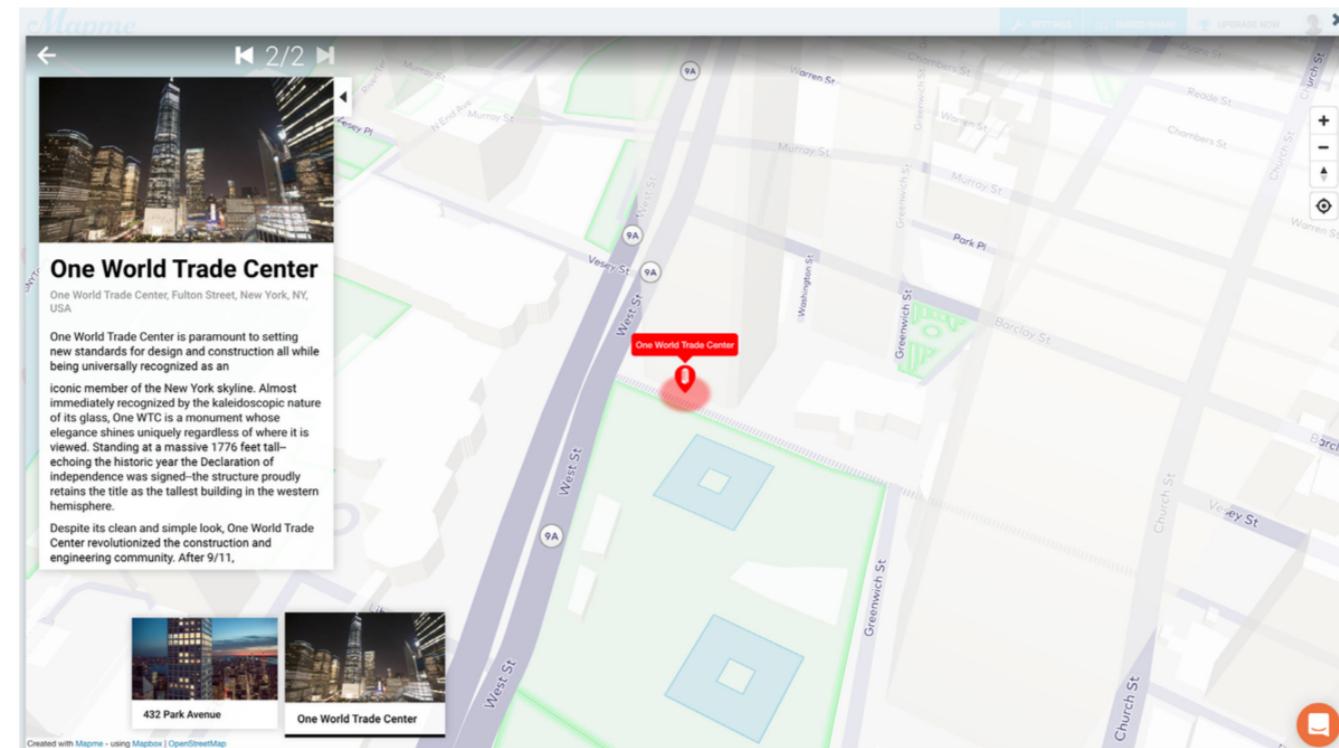
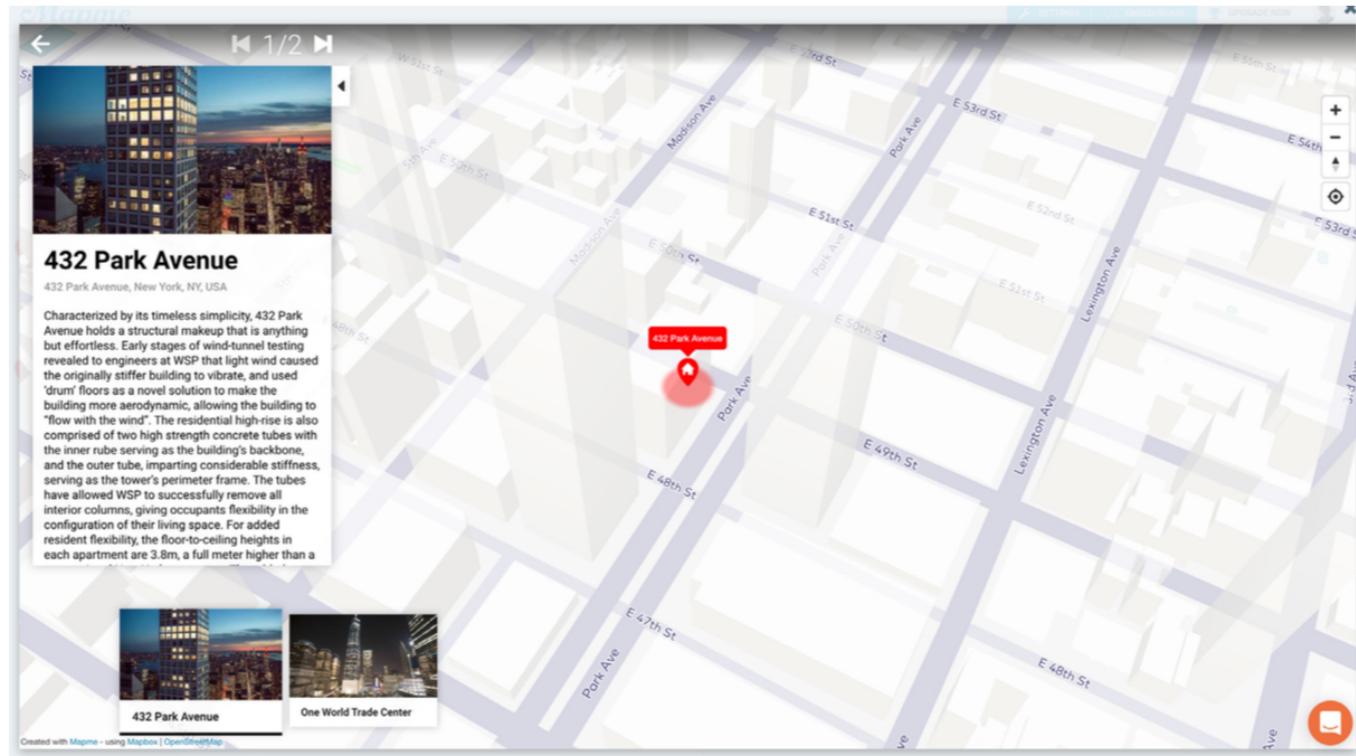
## Architect

SKIDMORE, OWINGS & MERRILL (1 AND 7 WTC) , ROGERS STIRK HARBOUR + PARTNERS (3 WTC)



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# Mapme Concept

# Academic Work

2015-2019

The following works were completed during my time at Rutgers University. While these don't necessarily reflect my ability to write as a marketer, I included them because they were topics I was quite passionate to be writing for. Hope you enjoy :)

# Contemporary Photography Analysis

Fall 2017

This paper, written for my contemporary photography class, is a critical analysis of Gregory Crewdson's photography. In the paper, I posit the idea that our natural allure to his surreal photography is due to their setting (suburbia) and its link to our adolescence.

To read it, click the rectangle to the left.

# Communications Research Paper

Spring 2018

This research paper is an amalgamation of various scholarly sources to highlight the notion that humor, if used effectively, can positively impact a romantic relationship. Romantic relationships, within the context of this paper, range from initial attraction and flirting to long-term commitments.

To read it, click the rectangle to the left.

# Creative Writing Final

Spring 2017

“Finding Somebody” is a short teleplay I wrote for my creative writing final. It is a comedy that revolves around a hopeless romantic that attends his best friend’s bachelor party.

To read it, click the rectangle to the left.

