

EXPERIENCE

Freelance Advertising Copywriter / Marketing Writer 2013-Present

Some agencies I've worked with:

Anton & Partners
Big Spaceship
Concept Farm
Digitas LBi
Hyperbolous
Mint Advertising
Product Launchers
Refresh Advertising

Some clients I've worked with:

AMC
Comcast
Edison Properties
The Empire State Building
Flag Luxury
Lovesac
Synergy Fitness
Verizon

Freelance Reporter – CNBC 2014-Present

Research, write and edit articles on finance, technology, the ETF marketplace, investment planning, and the automotive/motorcycle industries.

Copywriter – LEAF Commercial Capital 2021-2023

Wrote and edited emails, flyers, web copy, and blog posts to support the marketing and internal communications efforts of this prominent commercial equipment finance company.

Marketing Writer – NJIT 2019-2020

Wrote web copy, marketing collateral, press releases, articles, bios and social media as the marketing writer for a nonprofit arm of the New Jersey Institute of Technology (NJIT) promoting biopharma research, electronic health records, and other initiatives.

Contributing Reporter – Institutional Investor (II) 2008-2018

Served as a contributing reporter writing and proofreading articles on nonprofit investment trends and developments in the defined benefit and defined contribution retirement plan arenas.

Blogger – Ride by Kelley Blue Book 2019 • The Drive 2017-2019 • True/Slant 2009-2010

Researched, wrote and proofread timely pieces on the automotive industry including car, truck and motorbike reviews, corporate and financial news, and technical developments. Took and edited photos. Used WordPress to layout posts, and add meta data and SEO information.

Internal Communications Manager – KPMG 2001-2008

Wrote and edited topical online and print newsletters for this Big Four accounting and consulting firm along with speeches, bios, emails and presentation materials. Took photos. Helped develop and implement crisis communications and marketing strategy. Designed and maintained intranet site.

Writer & Publisher – ReOdorant 2001-2008

Created and wrote a successful humor site featuring comics, essays and animation. ReOdorant drew up to 2000 daily visitors and my comics appeared in newspapers and magazines across the country – including Jest, The Hudson Current and L Magazine.

OTHER

Volunteer at legendary freeform radio station WFMU (91.1 FM), writing morning news roundups, managing the mixing board, and organizing live comedy shows.

Working knowledge of most common office software including WordPress, Photoshop, Workfront, Microsoft Office, Workamajig and Google Workspace.

EDUCATION

Boston University, College of Communication / Bachelor of Science in Journalism