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**ANDREA G. PREZIOTTI**  
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Accomplished content and communications strategist with expertise in messaging and storytelling. Conceptualize digital media and marketing communications strategy for major media brands and startups. Ability to visualize a project from start to finish, prioritizing challenging deadlines. Collaborative, confident leader able to manage cross-functional matrix organizations. Expert multi-tasker with an eye for detail.

- Editorial Content Strategy
- Strategic Communications
- Web Content Management
- Copy Editing & Proofing
- Copywriting
- Content Marketing
- Digital Marketing Strategy
- Social Media Marketing
- Thought Leadership Marketing
- Community Management
- Employee Communications
- Project Management

## PROFESSIONAL EXPERIENCE

**MODERN VINTAGE INK**, Brooklyn, NY

**2016 - Present**

### **CEO, Marketing & Content Strategy**

Collaborate with boutique startups and individuals to develop brand messaging, content strategy, and marketing communication initiatives. Recent projects include ghostwriting blogs, copywriting, content research and development, web content analysis and IA recommendations. Vertical coverage includes, but is not limited to, Retail, Tech, HR / Employee Communications, Fashion, Music / Entertainment and Nonprofit /Philanthropic Foundations.

**AOL, INC.**, New York, NY

**2007 – 2016**

### **Director, Communications, Global Content Programming (2012 – 2016)**

Strategic development of content messaging across external and internal marketing communication channels. Collaborative liaison with business partners to deliver clear, consistent messaging and establish communication guidelines/policies. Awarded advisory role mentoring regional brand advocates as part of Cultural Ambassadors program.

- Articulated narrative for cultural diversity video promoting AOL's 2016 strategy, mission and values to 5K employees.
- Developed a leadership alignment approach and employee communication plan to integrate teams on vision, mission and corporate goals which impacted 500+ employees.
- Crafted thought leadership marketing strategy for B2B blog, doubling publication of posts QoQ and managing team of 10+ contributors.
- Architected content messaging of external sites for ONE by AOL and AOL Advertising; as well as employee intranet.
- Pioneered creation and implementation of AOL social media policy, in collaboration with legal and media teams.
- Produced *Masters of Advertising* series in partnership with HR teams to elevate sales leadership in-market.
- Initiated discussion forum and published *Culture of Thought* to foster engagement w cultural brand advocacy group.

### **Senior Manager, Internal Business Communications (2009 – 2012)**

Development of effective internal communication strategy for AOL's brand portfolio to promote product launches, feature updates, news and announcements. Strategic advisor and liaison for advertising and cause-related marketing efforts. Matriculated and accepted into AOL's brand advocacy Cultural Ambassador program.

- Executed launch of AOL Advertising Sales Council, a collaborative forum to appropriate customer feedback.
- Crafted and implemented communications strategy for Citizen AOL programs to cultivate employee participation.
- Managed creation of weekly email marketing campaigns, including aggregation of content, list development and content distribution via CRM, i.e., Salesforce, targeting 600+ sales employees.
- Inaugural member of AOL Cultural Ambassador brand advocate and recruitment program.

**Manager, Marketing Communications (2007 – 2009)**

Managed content development of centralized sales intranet and file sharing platform. Cross-functional collaboration with product development and marketing teams. Created sales-related presentations and routed all marketing collateral, products and promotions for final approval.

- Developed content strategy for file sharing intranet, including taxonomy, site design, navigation and sitemap; and analytics/metrics to enhance the client experience and increase sales leads.
- Partnered with product leads to highlight value proposition, benefits and wins in external collateral materials.

**GQ / CONDE NAST PUBLICATIONS, New York, NY**

**2003 – 2007**

**Sales Coordinator, Luxury Fashion**

Provided sales administration and process support to Account Directors. Assisted with product pricing, sales material creation and development, marketing communications, sponsorship proposals & recaps.

- Aggregated market research positioning packages for luxury fashion advertisers.
- Maintained global industry contact lists, improving data accuracy by 90%.

**ADDITIONAL EXPERIENCE**

**STARTUP INSTITUTE, New York, NY**

**2016 - Present**

**Instructor / Content Strategy & Brand Marketing**

**LES FEMMES FATALES PRODUCTIONS, New York, NY**

**2015 – 2016**

**Co-Founder / Content Advisor**

**LOCAL LIVING MAGAZINE, Doylestown, PA**

**2013 – 2014**

**Features Contributor**

**LA SPLASH MAGAZINE, OLYMPUS FASHION WEEK, New York, NY**

**2006**

**Reporter**

**NBC SPORTS, SALT LAKE CITY 2002 WINTER OLYMPICS, Salt Lake City, UT**

**2002**

**String Reporter**

**LAZARD-FRERES, New York, NY**

**2001 – 2003**

**Contractor / Project Assistant**

**EDUCATION**

Bachelor of Arts in Creative Writing/Photography, Marist College, Poughkeepsie, NY

Book Publishing/Copyediting Certificate, New York University, New York, NY

**PROFESSIONAL AFFILIATIONS**

- She Runs It! (formerly Advertising Women of New York)
- MediaBistro
- UPOD Academy