

**Mary C. Farucci**

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Indianapolis, Indiana  
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- **Social Media Manager, GVC Mortgage Inc.**  
Pendleton, IN – Jan. 2022 to Nov. 2022  
Collaborated with VP of Marketing to define key messages and KPI's for social media pages, specifically managing business Facebook pages.  
Wrote original monthly content and manage more than 25 content calendars per month, which includes defining, tracking, and reporting analytics.  
Developed “Meet the Team” & “Mortgage in a Minute” digital series for our clients to be published on their business Facebook pages as a way to increase engagement among customers and potential customers.  
Built and maintained relationships with sales personnel/mortgage loan officers to define page voice, tone, and content.

(Reference from VP of Marketing, Scott Blanton, available upon request)

- **Contributing Writer, Indy Maven**  
Freelance – Jan. 2022 to Present  
Responsible for interviewing, writing, and editing feature and news stories for website. Its mission is to connect Indianapolis women through news stories, fun events, partnerships with local businesses.
- **Real-Time Editor, WRTV**  
Indianapolis, IN – March 2021 to Nov. 2021  
Responsible for information gathering and dissemination, overnight breaking news coverage, content creation for all platforms, and managing digital platforms.
- **Contributing Writer, Hope Magazine for Women**  
Freelance – Feb. 2021 to Present  
Responsible for interviewing, writing, and editing feature and news stories for quarterly publication on resilient and inspiring women who have overcome adversity and are making a difference.
- **Marketing Assistant, Campus Classics**  
Indianapolis, IN – Oct. 2020  
Worked closely with company owners, Chief Marketing Officer, and graphic designers to execute a wide-array of related objectives, including but not limited to blogging on company's website, maintaining the company's social media pages, warehouse inventory mapping, giving input on new apparel ideas and designs, and using inventory management software, Brightpearl, for account receivables information.

(Reference from Campus Classics President, Natalie Wilson, available upon request)

- **Content Manager, Indiana Owned**  
Carmel, IN – Sept. 2019 to Feb. 2021  
Responsible for creating and publishing content on our digital platforms, including the company blog, and maintaining branded content development.
- **Digital Desk Editor, WTHR-TV**  
Indianapolis, IN – Apr. 2018 to Sept. 2019  
Researched, created, published, and distributed daily content to our WTHR digital platforms.  
Responsible for listening to local and statewide police scanners for overnight breaking news content, as well as sending overnight photographers and/or reporters to the scene for breaking news coverage.  
Tuned in live shots and ingested video footage into the station's asset management system.  
Assisted WTHR's morning show producers with any breaking news updates before air time.
- **Technical Writer, Get Help From Christie, LLC**  
Carmel, IN – Nov. 2017 to March 2018

Spearheaded writing the first drafts of resumes and cover letters for clients in a plethora of different professional industries.

Maintained and updated company's LinkedIn page as needed. Responded to daily messages from clients or potential clients.

- **Multimedia Content Producer (93.1 WIBC), Emmis Communications**

Indianapolis, IN – Apr. 2016 to July 2017

Created and published daily content on WIBC's digital platforms. Anchored morning drive newscasts on 93.1 WIBC and on statewide radio news network, Network Indiana.

Conducted in-person and telephone interviews for daily, original story content. (Notable coverage: Indianapolis 500, May 2017, Brickyard 400, July 2016, Indiana's Republican Primary, May 2016, Indiana's General Election, Nov. 2016)

## **Education**

Purdue University, West Lafayette, IN

Master of Science in Strategic Communication – Aug. 2021

Emerson College, Boston, MA

Bachelor of Science in Broadcast Journalism – May 2012

Minor in Political Communication

## **Specialties & Skills**

*Networking, interpersonal and professional relations, PC & MAC OS platforms, social media, Microsoft Office Suite, Wordpress, Adobe Creative Suite, Final Cut Pro, Volicon, Chartbeat, CrowdTangle, Google Analytics, Slack, CMS, Photoshop, Canva, Trello, Shopify, Brightpearl, Klayviyo, AP style writing, and SEO content writing.*