

Michael DiChiara

329 Monroe St, Hoboken, NJ 07030
Cell: 908-839-2693 | Email: michael.dichiara1@gmail.com

Background: Creative and detail-oriented copywriter with 5+ years of experience developing digital marketing content for clients in various industries, increasing clients' online visibility, and expanding customer base. Ability to multi-task and meet strict deadlines, exceed daily and monthly goals. Work well in a team environment. Proficient in WordPress, Basecamp, Microsoft Office, Adobe Photoshop, and Adobe Dreamweaver.

Copywriter & Content Strategist – Cox Media Group, New York, NY (March 2015 to February 2018)

- Use demographic and consumer insights data to write monthly CoxReps newsletters based around sports, entertainment, and holiday TV events
- Manage newsletter schedule and creative process
- Create and post content for CoxReps and Gamut's social media pages
- Proofread and copy edit sales presentations
- Craft instructions to assist clients and fellow employees with Microsoft SharePoint navigation, operation, and general use
- Write content for direct mail brochures and internal handbooks
- Generate copy for video presentations
- Develop a content strategy that promotes the Cox Reps and Gamut brands

FREELANCE COPYWRITER – LocalVox, New York, NY (October 2014 to March 2015)

- Transitioned to freelance copywriter position due to acquisition of LocalVox

CONTENT EDITOR – LocalVox, New York, NY (July 2014 to October 2014)

- Edited marketing materials and business profiles submitted by freelance writers for grammar, clarity, syntax, and formatting
- Ensured that appropriate SEO keywords are used throughout the content
- Scheduled articles for publication on LocalVox's NearSay platform, as well as client email lists and social media accounts
- Provided guidance to freelance writers; assist them in cultivating concise, compelling marketing content
- Trained new hires in the use of the LocalVox style guide and content management system
- Compiled stories, deals, and events for weekly email newsletter
- Met and exceeded monthly goals for written and edited articles

COPYWRITER – LocalVox, New York, NY (Dec 2013 to July 2014)

- Developed business profiles and marketing materials for local and national businesses
- Created blurbs for multi-location clients such as AMC Theaters
- Composed long-form articles highlighting attractions in various cities, including New York, Boston, and Washington, D.C.
- Communicated with clients to establish tone, message, and content topic
- Collaborated with Account Managers regarding client marketing strategies

JUNIOR COPYWRITER – Lexis Nexis, New Providence, NJ (April 2012 to Dec 2013)

- Created content for legal websites, Pay-Per-Click (PPC) landing pages, press releases, and initial blog posts for launched websites
- Researched areas of practice and topics for website content
- Uploaded completed Web sites to WordPress; trained new hires to use WordPress
- Implemented meta titles and descriptions for websites; implemented SEO and client revisions
- Interacted with attorneys to determine tone, message, and content of website
- Collaborated with designers to create marketing statements and unique selling propositions for websites

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EDITORIAL ASSISTANT – Cruise Critic, Pennington, NJ (Nov 2011 – March 2012)

- Brainstormed, developed and edited weekly e-mail newsletter, as well as reviews for ships and ports of call
- Analyzed and displayed newsletter statistics with the use of Snagit
- Created spreadsheets outlining shore excursions
- Pulled member quotes and composed short snippets for Cruisers' Choice Awards
- Collected and edited photos using Adobe Photoshop

FREELANCE WRITER – Where Central (June 2011 – Nov 2011)

- Composed articles highlighting restaurants and other attractions in the New York City Area

SOUND ENGINEER – WFUV Radio, Fordham University, Bronx, NY (2007 – 2011)

- Recorded and mixed studio performances with musicians
- Prepared the studio for broadcast interviews
- Extracted and archived songs from previous studio sessions

INTERNSHIPS

EDITORIAL INTERN - MTV Networks, New York, NY (Jan. 2011 - May 2011)

- Researched and created articles for MTV Clutch, a website geared towards men ages 18-35
- Compiled weekly spreadsheets monitoring the traffic of partner websites, as well as the click-rate of newsletter articles
- Reviewed MTV homepage daily to ensure layout was clean and all links worked correctly
- Cultivated questions for interviews with musicians and other celebrities
- Searched for popular keywords for MTV Clutch and its competitors using Google AdWords
- Collected and edited images for features using Adobe Photoshop

WEB DEVELOPMENT INTERN – Social Science Research Council, Brooklyn, NY (June 2010-Aug 2010)

- Updated database entries using Microsoft CRM, Symphony, and WordPress
- Assisted with the creation of new features and articles for the website using Adobe Photoshop, Adobe Dreamweaver, and Firebug
- Edited existing articles and features using HTML and CSS

INTERN – AOL Moviefone, New York, NY (June 2009 – Sept 2009)

- Built feeds for galleries and features for the AOL Moviefone website
- Transcribed interviews with actors and directors
- Brainstormed potential features for the website

EDUCATION

FORDHAM UNIVERSITY, Bronx, NY (May 2008 – May 2011)

- BA Communication & Media Studies, English Minor

CHRISTIAN BROTHERS ACADEMY, Lincroft, NJ (Sept 2003 – May 2007)