

# Ryan J. Zanoni

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**Summary:** I'm a seasoned communications expert and storyteller with 14 years of professional experience in journalism, marketing communications, web content writing, content editing, copy editing, and proofreading. I have a strong interest in senior-level creative and marketing roles, and my background, skill set, and work ethic make me a great fit.

**Portfolio:** <https://ryanzanoni.journoportfolio.com/articles/#/>

## **Professional Experience to Date**

### **Senior Creative Content Writer / Copy Director, Tata Consultancy Services (TCS)**

Stamford, CT (remote) *Aug. 2023 – Present*

- Craft and edit digital content, including email, homepage, banner ad, and pharmacy copy, for partner Walgreens
- Serve as writing team lead at TCS
- Function as liaison between creative teams at TCS and Walgreens

### **Senior Editor, Toptal** Stamford, CT (remote) *Dec. 2021 – Feb. 2023*

- Conducted research, interviewed subject matter experts, and wrote and edited articles for finance, design, and product/project management blogs as well as freelancer resource hub
- Covered web3, blockchain, supply chain, forensic accounting, risk management, investments, minimum viable products (MVPs), agile project management, virtual reality gaming, and other topics
- Drafted assignment letters for writers
- Gave writers feedback on articles and follow-up questions to answer
- Gave direction to editorial assistants
- Crafted newsletter copy, social media marketing copy, and rest of release notes for articles
- Sourced images and described or created concepts for illustration team
- Researched guests and wrote questions for episodes of The Talent Economy podcast

### **Senior Copywriter, Peloton Interactive** Stamford, CT (remote) *Oct. 2021 – Dec. 2021* (freelance)

- Drafted and edited customer acquisition emails, marketing campaigns, video scripts, and other assets for this popular fitness brand

### **Senior Copywriter, Wiley Education Services** Stamford, CT (remote) *May 2021 – Oct. 2021* (contract)

- Researched online higher education trends and data
- Wrote and edited blog posts, infographics, articles, emails, and more, in order to drive enrollment in online education programs at partner colleges and universities
- Covered healthcare, cybersecurity, social work, military service, and other topics

### **Senior Copywriter & Editor, Wheels Up** New York, NY *Feb. 2018 – Apr. 2021*

- Functioned as part of marketing team while supporting sales and all other teams within private aviation company
- Drafted, reviewed, edited, and proofread website and app copy, sales and marketing collateral, pitch decks, drip emails to prospects, emails to members, newsletters, communications plans, press releases, social media and search engine ads, one-sheets, safety white papers, Q&A docs, the competitive intelligence guide, and business proposals/RFP responses

- Reviewed, edited, proofread, and, when necessary, rewrote articles, ads, and advertorials for various publications, including *Fortune*, *Forbes*, *Vanity Fair*, *The Wall Street Journal*, *Worth*, *Departures*, *Robb Report*, *Business Air*, and *Garden & Gun*
- Covered air travel; aircraft features/specifications; lifestyle benefits; entertainment; event activations in sports and the arts; hotels, resorts, and vacation homes; restaurants; private wealth; and more
- Was an integral part of the clear majority of sales that grew the company's client base from fewer than 5,000 members in Feb. 2018 to well over 10,000 members and customers by Feb. 2021
- Served as writing mentor to interns

**Senior Marketing Copywriter, B&H Photo Video** New York, NY *Mar. 2011 – Feb. 2018*

- Promoted to Senior Copywriter in 2017
- Served as micro-team lead for the underwater photo and video categories
- Exceeded monthly quotas by 20% on average
- Researched products—including cameras, computers, other electronics, software, and outdoor gear—and technologies via websites, email, phone, and hands-on inspection
- Wrote and edited full product profiles for B&H e-commerce website, as well as articles for the blog and marketing copy for email campaigns; my work produced nearly 1,000% net growth in my primary category
- Trained team members in content management systems (CMS), workflow, and company writing style
- Acted as deputy to Content Manager, covering for him when he was out of office
- Took on added responsibilities in project management and content management:
  - Ran reports and assigned hundreds of daily tasks for written product profiles to 50+ writers *Feb. 2016 – May 2017*
  - Created and managed workflow for all confidential announcements, including acquisition and distribution of info and images from vendors and sales reps, as well as verification that descriptions and articles were published online once embargoes were lifted (successfully handled 48 projects in one month during two electronics trade shows) *Nov. 2015 – Feb. 2016*
  - Completed temporary assignment overseeing managers and writers in India and Israel, exceeding productivity goals and achieving record accuracy and quality levels *Aug. 2015 – Nov. 2015*

**Skills/Expertise:** copywriting; creative writing; technical writing; UX writing; scriptwriting; screenwriting; blogging; content creation; content editing; copy editing; proofreading; pitching stories; content marketing; brand marketing; advertising; brand partnerships; media relations; public relations; project management (including Asana, Google Drive, Monday, and Welcome software); content management (WordPress, Drupal, Gather Content, Blackfish, and B&H's proprietary content management systems); content strategy; training/teaching (*former martial arts instructor and current 2<sup>nd</sup>-dan black belt training for 3<sup>rd</sup> dan*); problem solving; Microsoft Windows; Microsoft Office (Word, Excel, PowerPoint, Outlook); macOS; search engine optimization (SEO); Semrush; Tableau; metrics and data analytics; KPIs; HTML; Google Docs; Confluence; Slack; social media (Facebook, Instagram, Twitter/X, and LinkedIn); YouTube; HubSpot; Trello; Adobe Creative Cloud; Salesforce; Zoom; Microsoft Teams; Google Meet; ChatGPT; Jacquard (generative AI); French (conversational-limited); literary analysis; speaking; presenting; film/TV (dual internships in CA and an indie film in CT); video (on-camera work and directing in a web series); theater (acted on stage at Ivoryton Playhouse)

**Education**

**Boston University, Magna Cum Laude**

Boston, MA

B.A., English, with minor in Psychology