

AMANDA PALASCIANO

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CONTENT DIRECTOR / SENIOR COPY WRITER

10+ YEARS OF PROGRESSIVE EXPERIENCE WRITING FOR AND MARKETING HIGHLY VISIBLE MEDIA

Collaborative, message-minded content director proven in conceptualizing and curating brand voice and image across advertising, marketing, editorial, and PR functions. Creative lead on major content development projects spanning multiple platforms, both traditional and digital, to enhance shareability and virality. Extensive experience across verticals, including entertainment [Rogers and Cowan], luxury [World Yacht], tourism [Circle Line], and retail [Mattel] – with a concentration in music [Matchbox 20, Trick Pony, The Moody Blues, George Clinton]. Advanced abilities in analyzing and translating audience insights into targeted messaging for organic audience development and follower growth.

AREAS OF EXPERTISE

- Short Form Copywriting
 - Content Development
 - Audience Growth
 - Tagline Creation & Banner Copy
 - Social Media Strategy
 - Blog / Long-Form Writing
 - Marketing Analytics & Reporting
 - Press Releases and Media Outreach
 - SEO / SEM Optimization
 - Email/Direct Mail Marketing
 - Guerilla Marketing
 - A/B Testing
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PROFESSIONAL EXPERIENCE

OWNER

Red Herring Media LLC

2013 – 2019

New York, NY/Remote

Launched strategic content and communication campaigns for a wide variety of clientele on retainer: Hemp Industries Association, Jaybird Vintage, Likoba Prêt a Porter & Haute Couture, The Tape Artist, LVB Art, Runaway Bridesmaids, Feed Your Soul Bakery, Revere Jewels of Beverly Hills, The Garland Hotel, and many more.

SENIOR COPYWRITER {CONTRACT}

Midnight Oil

2017-2018

Burbank, CA

Agency senior copywriter actively placed on SoftBank Robotics B2B account writing ad copy, lead generation copy, paid digital media, banner ads, campaign collateral, organic social, and shooting scripts for high-visibility acquisitions like GNC and Marriott. Crafted case studies on agency-side projects such as: Bethesda Games/Wolfenstein II.

DIRECTOR OF CONTENT {CONTRACT}

Dogeared Jewelry

April – August 2017

Culver City, CA

Rebranded voice of 27-year global accessory company across all verticals. Crafted CPG copy for over 100 jewelry assets in the retail space. Oversaw and directed entire marketing team. Led email and social media strategy aligning brand tone, implementing A/B testing, list segmentation and KPIs within overarching content umbrella. Wrote all PDP copy for ecommerce, named an exclusive line for Nordstrom, crafted banner ads, headed up influencer partnership acquisition, acted as in-house PR, and conceptualized line of textured items including t-shirts, totes, pins, and patches.

COPYWRITER {FREELANCE/REMOTE}

AKC / American Kennel Club

April '17 – April '18

New York City, NY

E-Commerce email marketing and banner ads provided for non profit company, American Kennel Club, at a 3x weekly cadence.

BRAND COPYWRITER {CONTRACT}

Mattel, Inc. / Nabi

2017

El Segundo, CA

Continued...

Banner copy, ad copy, packaging copy, press content and app copy provided for new consumer product, Aristotle.

BRAND COPYWRITER {CONTRACT}

2016

NatureMade Vitamins / PharmaVite

Los Angeles, CA

Departmental rebrand leveraging new brand tone, tagline, internal copy, and email marketing content for - pharmaceutical giant on contract, off-site.

MARKETING CONTENT MANAGER {CONTRACT}

2015

TBWA Worldwide

New York, NY

Devised, crafted, and launched highly-targeted content for worldwide advertising network encompassing 323 offices and 14,000+ employees. Formulated and activated brand voice and strategy across all platforms for continuity in their global content strategy. Maintained pulse on trending social stories and industry news to stay culturally-relevant in digital space. Aligned brand voice throughout all digital assets.

- *Strengthened brand via ownership of six monthly newsletters inclusive of written content, design, and video.*
- *Crafted copy on international airline campaign pitch that subsequently won major business.*

CREATIVE CONTENT SPECIALIST

2013 – 2014

New York Cruise Lines, Inc.

New York, NY

Oversaw website content creation, email marketing initiatives, copy writing for print collateral and outdoor, radio/TV script writing, ad campaign ideation, multi-platform social media strategy, and external-facing copy needs for lifestyle/tourism brand conglomerate which includes Circle Line Sightseeing Cruises, North River Lobster Company, World Yacht, Beast Speedboat, and Metro Sightseeing. Repurposed and synced the voices for five brands to effectively appeal to respective audiences. Provided weekly analysis reports on communication CTRs and open rates as well as monthly KPI reports in order to steadily elevate growth.

- *Spearheaded conceptualization of ads for New York Post, Time Out New York and New York Metro.*
- *Catalyzed 400% growth in unique visitors through development of curated content.*
- *Innovated social storytelling contests like Handles and Hashtags, Circles and Lines, and #SawtheClaw.*

STAFF REPORTER

2012 – 2014

The Hudson Reporter

Hoboken, NJ

Journalist for weekly print and online newspaper and monthly ghostwriter for Bayonne Chamber of Commerce and 07030 Magazine. Completed diverse collection of assignments across business, entertainment, and hard news reporting. Collaborated across newsroom functions to identify and drive high-impact and responsible journalism.

MARKETING MANAGER

2008 - 2011

Media Services

New York Metro

Curated content for industry trades on large-scale events like Mercedes Benz Fashion Week, President Obama Inauguration, Rockefeller Center Tree Lighting, etc. for conglomerate event services company. Crafted product copy for brochures, sales catalogs, and e-commerce site. Directed design and copy for ad creative and email marketing campaigns.

MARKETING & EDITORIAL MANAGER {SUMMER}

2006-2007

U.C.L.A.

Westwood, CA

- *Marketing Manager for the graduation campaign of '07, successfully concepting the 007 James Bond theme.*

ASSOCIATE DIRECTOR OF PR AND MARKETING

2005 – 2006

Hollywood Pop Academy / Musician's Institute

Hollywood, CA

- *Spearheaded all marketing and PR efforts for newly-signed students like Jaden Michaels and Kasey Butler.*
- *Liaised with label heads and organized Hollywood and Highland live showcases.*

MUSIC PR COORDINATOR

2004 - 2005

Rogers & Cowan

West Hollywood, CA

- *PR coordinator under tutelage of Sandy Friedman. Clients included: Jose Feliciano, George Clinton, The Moody Blues, Trick Pony, Randy, Simon and Paula, the O'Jays and Kimberly Locke.*

EDUCATION

Bachelor of Arts, Sociology, 2004 / Minor, Pre-Law
Montclair State University, Upper Montclair, NJ

AWARDS

Garden State Journalism Awards /

Second Place, Review Writing, 2016
Third Place, Lifestyle and Travel, 2015
Second Place, Investigative Reporting, 2014
First Place, Investigative Reporting, 2012
Third Place, Investigative Reporting, 2012

NJ Society of Professional Journalists /

Second Place, Investigative Reporting, 2013
Second Place, Review Writing, 2012
Third Place, Business Writing 2016

New Jersey Press Association Awards /

Third Place, Responsible Journalism – Enterprise, 2013
Second Place, Investigative Reporting, 2013
