

Robert Cecchi  
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## Experience

**Content Writer** at Nuvolum, San Francisco, CA

**October 2024 – October 2025**

- Lead all content creation for a national healthcare marketing agency.
- Authored high-authority web copy optimized for both traditional search (SEO) and AI answer engines (AEO).
- Created original brand guidelines and content strategies for email campaigns, social posts, flyers, newsletters, technical documents, and more.
- Edited marketing copy, sales collateral, and executive communications across all teams.

**Copywriter** at Meditab Software, Sacramento, CA

**July 2022 – October 2023**

- Created original web, print, and digital copy for all in-house brands.
- Spearheaded AI implementation to enhance content team workflows and productivity.
- Conceptualized and executed dynamic campaigns across all marketing channels.
- Edited copy for junior writers and senior management.

**SEO Content Specialist** at IronPlanet, Pleasanton, CA

**February 2019 – February 2020**

- Developed and implemented SEO content strategies.
- Collaborated with graphic design, sales, and marketing leads.
- Used content and task management software to schedule, manage, and publish content.

**Freelance Copywriter** San Francisco, CA

**August 2019 – December 2019**

- Produced specialized web copy, profiles, product descriptions, and more.

**Marketing Assistant** at Gate58 Marketing, San Mateo, CA

**May 2014 – September 2015**

- Built and promoted detailed product profiles through copywriting, editing, social media, and SEO optimization.
- Conducted extensive research to develop and produce blog content.
- Built in-depth reports using Adobe InDesign to generate leads and drive brand awareness.

**Chief Financial Officer** at The Filippi Foundation, San Mateo, CA

**December 2022 - Present**

- Presently reviewing tax, investment, and financial data for a 501(c)(3) organization and overseeing disbursement of charitable funds.

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## Education

Bachelor of Arts | English with Writing Concentration  
University of San Francisco