

## Veronica Zuccarello

Wichita, KS, USA | 4027074882 | [vezuccarello@gmail.com](mailto:vezuccarello@gmail.com) | [linkedin.com/in/vezuccarello](https://www.linkedin.com/in/vezuccarello) | [zuccarelloportfolio.com](https://www.zuccarelloportfolio.com)

### PROFESSIONAL PROFILE

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Strategic, research-driven copywriter with 9+ years of experience writing across agency and in-house environments. Proven ability to deliver high-impact copy across websites, social media, print, and internal communications. Adept at collaborating with cross-functional teams, conducting deep subject matter research, and shaping multifaceted content strategies. Committed to creating value by developing creative content that positively impacts both user experience and business performance.

### CORE COMPETENCIES

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|----------------------------|--------------------------|------------------------------|
| • Copywriting              | • Media Relations        | • Keyword Research           |
| • Content Strategy         | • Digital Marketing      | • Search Engine Optimization |
| • Marketing                | • Branding               | • AP Style                   |
| • Editing and Proofreading | • Advertising            | • Social Media               |
| • Research and Analysis    | • Microsoft Office Suite | • Google Ads                 |
|                            | • Communications         |                              |
|                            | • Fact-checking          |                              |

### EXPERIENCE

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#### **Copywriter, Balefire Marketing+Advertising, Wichita, KS**

January 2025 – Present

- Lead content strategy and execution across digital platforms, including websites, email campaigns, blogs, and social media, to achieve consistency with brand tone, voice, and business objectives.
- Create scalable AI-powered content development processes to meet aggressive deadlines without compromising strategic alignment, helping the team balance efficiency with brand integrity.
- Mentor and supervise junior copywriter and social media manager, reviewing work, guiding tone/voice, and aligning deliverables to broader strategy.
- Oversee key aspects of digital marketing execution, including: publishing and maintaining websites via WordPress; managing and optimizing Google Ads campaigns; and coordinating with both clients and internal teams to align creative assets with strategic priorities.

#### **Copywriter, Howerton+White, Wichita, KS**

April 2022 – September 2024

- Wrote compelling copy for various platforms, audiences, and channels incorporating established brand voice guidelines, internal/external creative direction, subject matter research, and industry best practices.
- Created content including: brand voice guides; blogs; case studies; social media posts; emails; direct mail; long-form articles; advertising copy for print and digital media; web content; account-based marketing materials; content audits; and video scripts.
- Drove messaging development through deep-dive client research, stakeholder interviews, and competitive analysis to craft nuanced narratives and effective user journeys.
- Performed strategic research in key focus areas, including: social media campaign performance; analytics reporting; geofencing targets; keyword research; competitor analysis; audience research to support the development of detailed buyer personas; keyword research; artificial intelligence/AI tools; and monitoring ongoing industry trends.
- Major clients: Koch Engineered Solutions; Kansas Turnpike Authority (launching DriveKS cashless tolling initiative); Cosmosphere; Heartland Credit Union; PRMC (Pratt Regional Medical Center); American Academy of Family Physicians; Greater Wichita Partnership.

#### **Technical Copywriter, Bunting, Newton, KS**

April 2019 – April 2022

- Collaborated with upper management, product managers, and marketing teammates to obtain product knowledge, understand customer needs, and write informative, engaging content. Delivered outstanding results supporting the global success of the company, including a record-breaking sales year in 2021.

- Created all written content for Bunting's three U.S. locations: Newton, KS (company headquarters and U.S. manufacturing center); Elk Grove Village, IL (e-commerce platform); and DuBois, PA (highly technical custom designed products).
- Projects included: advertising copy; white papers; print and digital advertisements; blogs direct mailings e-blasts; SEO optimized product descriptions and web pages; geofencing/Google Ads campaign copy; press releases; video scripts; catalogs and internal communications materials.
- Cultivated strong relationships with key industry press contacts and played essential communications role during major events, including the company's 2019 rebranding campaign and the COVID-19 pandemic.

**Technical Writer, Nitride Global, Wichita, KS**

February 2016 – April 2019

- Drove growth of startup semiconductor materials development company as a process technician (promoted to senior process technician in 2017) and technical writer.
- Created key procedure documentation and professional communications materials while supporting critical daily functions of business.

## EDUCATION

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**Bachelor of Arts**

Triple Major: English, History, Women's & Gender Studies  
University of Nebraska-Lincoln  
Lincoln, Nebraska

## CERTIFICATIONS

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**Google Ads Search Certification, Google**

Issue Date: April 25, 2025

Expiry Date: April 25, 2026

Credential ID: 141075603

Link: <https://skillshop.credential.net/ff6c6c8e-0a33-4c9f-bf47-3bdfdd2c1dea#acc.8VnbSYal>

**Google Ads Display Certification, Google**

Issue Date: April 23, 2025

Expiry Date: April 23, 2026

Credential ID: 140832595

Credential Link: <https://skillshop.credential.net/ae5e9ee2-d565-4791-9a31-50b80e53bda7#acc.0cWPL6SK>