

Veronica Zuccarello

Copywriter

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402-707-4882

Wichita, KS, USA

Accomplished, research-driven copywriter with 8+ years of experience across agency and in-house settings. Experienced in creating diverse content types—including brand guides, blogs, social media, email campaigns, direct mail, advertising copy, and web content—to support comprehensive marketing strategies for B2B and B2C audiences.

Work Experience

Copywriter

Apr 2022 - Present

Howerton+White | Wichita, KS

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 traditional and digital media; web content; account-based marketing materials; content audits; and video scripts.
- Cultivated an authentic understanding of client needs through workshoping sessions, interviewing clients and key internal stakeholders, and competitor/industry research.
- 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 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

Apr 2019 - Apr 2022

Bunting | Newton, KS

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 writing: 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 / Senior Process Technician

Feb 2016 - Apr 2019

Nitride Global | Wichita, KS

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

- Second-in-command to director of the physical vapor transport (PVT) reactor business unit, training and supervising all other technicians and ensuring all parts of the PVT production process ran smoothly.
- Wrote essential standard operating procedure documentation for all parts of the PVT process.

- Worked with team to assemble new main reactor under high stakes and intense pressure after original main reactor failed due to unforeseen circumstances, ultimately doubling production capabilities and increasing revenue by 150% per week within the span of two months of development.
- Gathered, analyzed, and reported on key process data.
- Worked closely with Chief Strategy Officer to write and edit proposal letters and other correspondence and documentation critical to upper level management and operations efforts.

Core Skills

Copywriting, editing, marketing, content management systems, interviewing clients, keyword Research, social media, communications, content strategy, fact-checking, content writing, branding, proofreading, creative writing, advertising, blogging, content marketing, search engine marketing (SEM), search engine optimization (SEO), digital marketing, media relations, time management, project management, attention to detail, leadership, cross-team collaboration

Education

University of Nebraska-Lincoln

Bachelor of Arts Triple major in English, History, Women's and Gender Studies