

COREY FLORINDI

Internal Ops, Storyteller & Editor

CONTACT DETAILS

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ABOUT ME

I've taken my experience as a poet and applied it to the world of content. After all, the endgame of both is to create a meaningful connection with the reader in a short amount of time. My background allows me to approach content with a unique perspective that's just as driven by metrics and performance as it is by creating a meaningful connection with a brand's audience.

SKILLS & ABILITIES

Key Strengths

- Content strategy
- Brand storytelling
- Long form copywriting
- Team management
- Metrics and analytics

Programs and Platforms

- HubSpot
- WordPress
- Duda
- Moz
- Teamwork
- Google Analytics
- Databox
- Microsoft Suite

Certifications & Conferences

- HubSpot Inbound Marketing
- HubSpot Content Marketing
- HubSpot Social Media Marketing
- HubSpot Email Marketing
- Advanced Google Analytics
- Inbound Conference, 2019
- HubSpot Account Management Bootcamp

REFERENCES

Available upon request.

EXPERIENCE

SENIOR CONTENT STRATEGIST

ProFromGo Internet Marketing, 2018-2020

- Oversaw team of copywriters, designers, and other marketing professionals to ensure timely, cohesive, multi-channel deliverables
- Spearheaded search and supervised summer marketing interns
- Identified and analyzed gaps in clients' online content and devised editorial calendars
- Created brand guidelines and buyer personas
- Performed keyword and competitor analysis to guide content needs and opportunities
- Maintain regular communication with clients' marketing champions
- Ran and managed agency's internal marketing strategies
- Created and delivered bespoke monthly, quarterly, and yearly reports to steer strategies toward successful content
- Continuously examined and improved internal processes for streamlined content delivery

SENIOR CONTENT STRATEGIST

Cosmitto Digital Marketing, 2017-2018

- Developed and implemented results-driven content strategies for B2B and B2C clients
- Oversaw team of copywriters to ensure quality content aligned with brand guidelines
- Developed client-specific editorial content calendars and processes
- Collaborated with client marketing teams to leverage and amplify existing assets

ACCOUNT MANAGER & CONTENT SME

Community Elf, 2016-2017

- Composed weekly, monthly, and quarterly high-quality content for a range of industries
- Managed company's largest account, growing service order from \$750 to \$8,500/month
- Compiled, analyzed, and reported monthly metrics including traffic, conversions, and ROI
- Ran outbound engagement initiatives including social ads, email marketing, and paid search

AMERICORPS SERVICE MEMBMER

Higher Achievement, 2015-2016

- Created and executed social media ,email, and web copy for non-profit after school program
- Ideated and drafted engaging learning materials and activities for middle school students
- Developed curriculum and activities for weekly journalism class

MANAGING EDITOR

The Fourth River Literary Journal, 2013-2015

- Ran day-to-day operations of internationally distributed creative writing magazine
- Supervised team of student readers, editors, and designers to ensure timely publications
- Ran marketing efforts including social media, community outreach, and email campaigns
- Served as primary contact for contributing writers, vendors, and university stakeholders

EDUCATION

MASTER OF FINE ARTS, CREATIVE WRITING

Chatham University, 2013 -2015

- 3.87 GPA
- Poetry Concentration
- Fourth River Fellowship Recipient

BACHELOR OF ARTS, ENGLISH LITERATURE

University of Pittsburgh, 2007 - 2011

- 3.62 GPA
- Minor, Secondary Education
- Editor in Chief, *Pendulum* Student Literary Journal
- President, Sigma Tau Delta
- Norman McWhinney Scholarship for Excellence in Written Communication