

# Brandon Joseph Vescovo

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Passionate, outgoing, and punctual professional with experience in multiple advertising, administrative, and communications job functions. Experienced in several disciplines of creative content and brand strategy, with an emphasis on developing a brand's online voice and personality to guide the development of relevant and compelling content.

## **RELEVANT EXPERIENCE – ADMINISTRATIVE, COMMUNICATIONS / ADVERTISING**

### **AI Language Training Generalist (Remote / P/T) – *Outlier.AI***

**Oct. 2024 – Present**

- Remote, project-based work centered around AI language prompts and comprehensive quality control over module output– emphasis on guiding language modules to follow prompt instructions, write in a relatable style, and provide accurate information.

### **Content & Communications Freelance – *Mastercard, Gesture, etc.***

**Apr. 2017 – Present**

- Worked on various content strategy and copywriting freelance gigs for clients including Mastercard, Gesture, a city council campaign, and more. Tasks included social media management, homepage copy, drafting media-facing statements, and strategizing the website architecture for global product launches.

### **Work Order Coordinator – *VPH Management LLC***

**Aug. 2023 – May. 2024**

- Acted as the primary point of contact for maintenance orders and HPD violations across 40 properties. Responsible for setting up appointments with tenants, relaying their concerns, and performing other assorted tasks as assigned.

### **Freelance Verbal Identity Consultant – *Interbrand Health***

**Aug. 2018 – Apr. 2019**

- Product naming, copywriting, and brand strategy guidance for healthcare and pharmaceutical clients such as ConnectiveRx, Weill Cornell Medicine, Roche Diabetes Care, & Zyus. Optimized clients' global strategies for consistent brand communication language, creative point of view & overarching purpose.

### **Supplier Diversity Coordinator (temp) – *NBC UNIVERSAL***

**May 2017 – Sep. 2017**

- Assisted the director in maintaining an evolving database of supplier contacts, learned about and internally advocated for the importance of elevating minority-owned suppliers, and helped the director launch a first-of-its-kind accelerator program for diverse entrepreneurs in media and technology.

### **Content Strategist - *Ketchum***

**Nov. 2016 – Apr. 2017**

- Content ideation/strategy, copywriting, and social media strategy for clients including AARP Members Advantages, DuPont Pioneer, 3M Industrial Adhesives, and Gillette. A mix of creative and strategic initiatives mostly focused on auditing and refining existing website assets.

### **Associate Content Strategist - *InTouch Solutions***

**Sept. 2015 – Nov. 2016**

- Multi-channel content strategies and CRM plans for pharmaceutical clients with a focus on B2B work, for a rapidly growing ad agency. Helped brands position themselves to reach healthcare providers and communicate the benefits of their medications versus those of competitors.

### **Content Strategist - *Atmosphere Proximity***

**Dec. 2012 – May 2015**

- UX-focused digital content strategy for clients including J&J, Visa, Citibank, Emirates, Dubai Tourism, and pharma. Key successes include launching a patient-facing promotional website for Novo Nordisk's obesity medication and modernizing content and user experience for Emirates' destinations and amenities pages. \

## **EDUCATION: Missouri State University - B.S. Mass Media**

**Graduated May 2012**