

William Cennamo

6008 Fern Meadow Rd
Arlington, TX 76017
Home (682) 234-3912
WCennamo@gmail.com

PROFILE

Experienced freelance writer/editor with years of expertise in copy and scriptwriting. Demonstrated ability to deliver high-quality content across various mediums. Skilled in project management, sales, and customer service.

WRITING / VIDEO / SCRIPTING SAMPLES

Gaming Writing/Editing: <https://screenrant.com/author/wcenn/>
Comedy/Sketch Portfolio: <https://wcennamo.journoportfolio.com/>

EXPERIENCE

Gaming Lead Editor / Writer

Screen Rant, Remote, 2019 - 2024

- Led the gaming guides section, managing a team of 20-25 writers and two assistant editors.
- Produced content optimized for SEO and increased reader engagement.
- Provided regular analytic reports to track performance metrics.

Ad/Copywriter

Write Label, Remote, 2019 - 2021

- Created compelling radio and video ad copy for diverse clients.

Manager

Improv Arlington, Arlington, TX, 2015 - 2019

- Oversee operations, including social media management, scheduling, and financial management.
- Utilize graphic design skills for promotional materials.
- Led the Black Dog Arcade Initiative to redesign the restaurant into a family-friendly old-school Arcade (Purchases, graphics, web promotions, web design, interior design, hiring contractors & artists, created a viable business model based on local demographics & initiated plans for reopening)

Team Leader

Target, Arlington, TX, 2008 - 2016

- Managed scheduling, inventory control, and guest services.
- Promoted to Team Leader within three months.

SKILLS

- Freelance creative writing and editing.
- Project management, sales, and customer service expertise.
- Proficient in multiple task-oriented online services; Google Analytics, Search Console, Asana, and more.

Thank you for considering my application.