

Robert J. Vogel
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15 Village Road
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EXPERIENCE

Odysseys Unlimited, Newton, MA June 2015-Present
Copywriter/Social Media Specialist

- Create, edit, and maintain itinerary and informational documents for 50+ small-group, worldwide sightseeing tours
 - Work with Product Development team to ensure itinerary documents are informative, entertaining, and accurate
 - Ensure country-specific informational documents are up-to-date, well-organized, and helpful for guests on tour
 - Edit itinerary documents when tour changes occur, often on tight deadlines
- Research and create new tour itineraries, using tour summaries as a guide to craft compelling day-by-day breakdowns
- Oversee company website—create and edit tour pages, marquee slides, landing pages, and SEO-focused blog posts
- Develop and write weekly social media content, as well as biweekly blast emails and newsletters
- Maintain company mailing list and email database

Night Shift Brewing, Everett, MA September 2019-Present
Freelance Copywriter

- Create, edit, and refine copy across all platforms - email, social, POS, taproom signage, product names/stories
- Work with Manager of Marketing Operations and Director of eCommerce to finalize copy in a timely manner

Boston Golf & Social, Dorchester, MA January 2018-Present
Cofounder/Copywriter/Social Media Manager

- Write promotional, email, website, social, and event copy for Boston-based golf society
- Contact and work with local golf courses to coordinate group outings

Howler Magazine (published quarterly) December 2015-December 2017
Copyeditor

- Worked with copy chief, managing editor, writers, and photographers to ensure all magazine copy conformed to both Chicago and *Howler* house style
- Contributed headlines, subheads, and captions when necessary

Vistaprint, Lexington, MA February 2013-June 2015
Content Marketing Associate

- Researched/developed content, wrote/edited blog posts for Vistaprint's small-business marketing blog
- Developed and executed multi-channel content marketing campaigns to increase consumer confidence in Vistaprint
- Worked with social media team to develop engaging social media campaigns on Facebook, Twitter, Vine, YouTube

Elevator Group, Scituate, MA (Advertising Agency) June 2012-October 2012
Project Manager

- Researched content, created copy decks, wrote blog posts and social media updates for client Elco Motor Yachts

On Campus Sports, Online (WordPress) Fall 2011-Summer 2012
Assistant Editor/ Writer

- Wrote 2-4 college sports stories/week to be published on OnCampusSports.com, a nationwide college sports site
- Edited and published 6-8 stories/week, assisted with front-line editing including content, grammar, titles, and ledes

EDUCATION

Boston College, College of Arts and Sciences, 2012

Bachelor of Arts, *magna cum laude*, in Communication

Honors/Awards: 3.80 GPA; Phi Beta Kappa; BC Communications Honors Program; Alpha Sigma Nu (Jesuit College Honor Society); Dorman Pickelsimer Jr. Award for Academic Excellence (Communication Department Award)

OTHER WRITING

- *Outside The Cut*: Online platform where I contribute articles on professional and amateur golf
- *The Golfer's Journal*, Various Issues: Quarterly print magazine to which I contribute longer-form pieces
- *Femme Rouge*, Various Issues: Contributed pieces on travel, tech, and health to Florida-based magazine
- *No Laying Up*, *The Fried Egg*: Contributed a number of articles on golf travel, architecture, and the PGA Tour

SKILLS

Content Management

- MS Office, WordPress, Webflow, Drupal, corporate social platforms (Facebook, Twitter, Instagram, YouTube, etc.)

Content Reporting

- Sendgrid email analytics, Google Analytics, YouTube Analytics, Facebook Insights