



Liz Sniegocki

📍 Sarasota, FL 34232 📞 9419156821 ✉️ lizsniegocki@gmail.com

🔗 <https://www.linkedin.com/in/liz-sniegocki-9862a8b2/>

🔗 <https://lizsniegocki.journoportfolio.com/>

PROFESSIONAL SUMMARY

Strategic Content Marketer and Copywriter eager to work with mission-driven organizations. Bring a deep understanding of marketing communications with 25+ years of experience and a BA in Journalism. Specialize in distilling technical information into digestible content for industry-specific topics and crafting compelling copy that increases brand awareness and drives conversions while staying true to an organization's voice and tone.

SKILLS

- Storytelling
- Short and long-form content development
- Marketing copywriting
- Written and verbal communication
- Copy editing and proofreading
- Organization and time management
- Project management
- Strategic planning

WORK HISTORY

CONTENT MARKETING WRITER/COPYWRITER, REMOTE CONTENT SPECIALIST *06/2020 to CURRENT*

Self Employed Writer | Sarasota, FL

- Collaborate with leaders and teams to write optimized, engaging content and copy for use across marketing channels including blogs, web pages, email campaigns, sales collateral, social media, articles, case studies, and white papers to increase brand awareness and drive conversions.
- B2B and B2C experience serving industries including health & wellness, tech, professional services, and e-commerce.

DIRECTOR OF COMMUNICATIONS

04/2019 to 01/2020

Waitr Holdings/Bite Squad | Sarasota, FL

- Developed and managed strategic communications strategy for Waitr Holdings and its brands to drive brand awareness, enhance company reputation, and support revenue goals.
- Coordinated and produced internal and external communications working closely with operations, marketing, sales, HR, and leadership.
- Managed communications team of 4, including public relations, corporate communications, social media, and content marketing.

MEDIA RELATIONS MANAGER

07/2017 to 04/2019

Bite Squad | Sarasota, FL

- Developed and executed national media relations campaigns and communications efforts, representing 60+ markets.
- Responsible for press release writing, article pitching, blog content writing, and promotional project management.

MARKETING DIRECTOR, CO-OWNER

01/2000 to 01/2017

Ashley's Food Delivery | Sarasota, FL

- Developed and implemented marketing strategies to maximize brand awareness and drive sales. Exited with acquisition by Bite Squad.
- Created and managed all digital marketing, and led community, employee, and partner relations efforts.

WRITER/EDITOR

01/1998 to 01/2017

Independent Writing Professional | Sarasota, FL

- Provided article writing services for lifestyle and trade publications, involving researching, reporting, writing, and editing pieces of varying lengths and topics, both online and in print.
- Provided copywriting services for companies in a wide range of industries, including writing for brochures, newsletters, websites, collateral materials, advertisements, and press releases.

ACCOUNT EXECUTIVE

01/1996 to 01/1998

Pecora & Pecora Public Relations | Winter Park, FL

- Provided PR services for professional service clients, including real estate, banking, engineering, and law. Focused on media relations, event management, networking support, and copywriting.

MARKETING ASSISTANT

01/1995 to 01/1996

Orlando Sentinel | Orlando, FL

- Wrote copy and strategic, branded content for marketing campaigns and ads. Assisted with events.

EDUCATION

Bachelor of Arts | Journalism, Advertising & Public Relations
University of Central Florida, Orlando, FL

12/1995

AFFILIATIONS

International Association of Professional Writers and Editors (IAPWE)

CERTIFICATIONS

IAPWE Certified Writer and Editor - June 2023