

Austin M. Letorney

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PROFESSIONAL EXPERIENCE

Staff Writer (Content Marketing), Hone Health, New York, NY Jun 2022 to Feb 2023

- Strategized and executed in-depth health content and product reviews for SEO and marketing assets for the independent editorial, *The Edge* (average 18 articles per month).
- Interviewed doctors and specialists in the medical field to source quotes and build relationships for the company.
- Established winnable keywords using SEO tools (Ahrefs) and tracked engagement using Google Analytics and Google Search Console to increase traffic and convert product sales.
- Filmed social media content, wrote copy, and launched weekly newsletter campaigns distributed to an audience of over 40,000 followers.

Staff Writer, The Vlarar Company, New York, NY Aug 2020 to May 2022

- Oversaw writing, editing, and publishing of SEO feature articles and news stories for Generation Iron Fitness Network to increase views and affiliate sales (2 articles per day).
- Promoted new content for film, television, and digital platforms to boost revenue and drive likes, comments, and engagement.
- Performed on-camera reviews and fitness content to increase product sales and build trust between consumers and brand.

Training Facilitator, Hamilton-Cornell Associates, Boston, MA Sept 2019 to Aug 2020

- Facilitated training for companies to improve employee output and satisfaction for increased productivity.
- Arranged training schedules, organized training materials, and liaised with employees to promote a more efficient training process and foster relationships to improve company culture.

Chief Development Officer, Fundación Fútbol Para El Futuro, Medellin, Colombia Aug to Sept 2017

- Formulated and successfully presented funding proposals to international groups, including non-profit organizations, government entities, and private companies.
- Monitored and kept up-to-date with global organizations in fundraising, such as the United Nations, UNICEF, and the World Bank.
- Provided seamless communication through translating presentations and social media content from Spanish to English.

SKILLS

Technical: Advanced in Microsoft Office [Word, Excel (pivot tables, vlookups), PowerPoint, Outlook], WordPress, Elementor, SEO (Ahrefs tools), Asana, Google Analytics, Google Sheets, Slides, Docs

Creative: Adobe Suite (Photoshop, Acrobat PDF), Final Draft 12

Marketing Tools & CRM: Customer.io, Mailchimp, SurveyMonkey, Google Forms, Google Search Console

Social Media: Instagram, Facebook, YouTube, Twitter, Snapchat, TikTok

EDUCATION

Hobart College, Geneva, NY

B.A. International Relations, emphasis in Global Security and Diplomacy

Fall 2015 Semester at Universidad de Sevilla in Seville, Spain

NCAA LEADERSHIP

United States Under-23 National Team, Team Member Jun to Aug 2017

- Competed at the 2017 World Championships in Plovdiv, Bulgaria with a top-ten finish.

Hobart College Men's Rowing Team, Team Captain Sept 2013 to May 2017

- Led a top-20 collegiate team with a rigorous practice schedule of 26 to 28 hours per week, focusing on accountability, teamwork, and fostering a positive team culture.