

AMANDA PALASCIANO

Greater New York City/Virtual Remote | apal3302@gmail.com | www.amandaannpalasciano.com

SENIOR COPYWRITER | CREATIVE DIRECTOR

19 YEARS OF PROGRESSIVE EXPERIENCE WRITING FOR HIGHLY VISIBLE MEDIA

Collaborative, message-minded Content + Copy expert proven in conceptualizing and curating a brand voice across advertising, marketing, editorial, and PR functions. Creative lead on major content development projects spanning multiple platforms to enhance share-ability and conversion. Extensive experience across verticals, including entertainment [Rogers and Cowan], luxury [World Yacht], tourism [Circle Line] and retail [Mattel] - with a concentration in music [Matchbox 20, Trick Pony, The Moody Blues, George Clinton]. Advanced abilities in analyzing and translating audience insights into targeted messaging for organic audience and follower growth.

AREAS OF EXPERTISE

- Short-Form Copywriting
 - Content Strategy
 - Audience Growth
 - Tagline/Slogan Creation
 - Brand Tone and Voice
 - Social Media (Paid + Organic)
 - Blog / Long-Form Writing
 - Marketing Analytics & Reporting
 - Press Releases and Media Outreach
 - Campaign Activation
 - Programmatic Ads
 - E-/Direct Mail Marketing
 - Guerilla Marketing
 - A/B Testing
 - Banner Ads/Digital Assets
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PROFESSIONAL EXPERIENCE

SENIOR WRITER, DIGITAL (CONTRACT)

Wayfair US

2022

Boston/Remote

Senior Writer on the Wayfair US Digital team crafting copy for Wayfair homepage, Google RDA, Pinterest, email, and off-site banners. Primary areas of messaging focus were in automated trigger emails, incremental emails, theme ideation and cross-promotional brand launches like Le Creuset.

ASSOCIATE CREATIVE DIRECTOR, COPY

Chewy

2021-2022

Dania Beach, Florida

Leadership of the entire copy team for Chewy.com encompassing proofers and editors, product writers, junior and senior copywriters, art director and copy manager. Worked with cross-functional partners to define and lead testing framework for viable messaging tests, a/b split tests and any other reads and litmus tests on winning conversion copy. Wrote and approved copy across all touchpoints including tentpole campaigns, email, storefront, site banners, in-studio videos, radio/OOH, paid and organic social, direct mail, and proprietary language. Landed main taglines, subscribe and save codified language, Healthcare positioning, sale and event names, product names and more.

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SENIOR COPYWRITER/INTERIM CREATIVE DIRECTOR

2020-2021

Amazon

Seattle/Virtual Remote, TN

Acting Interim Creative Director for Workforce Staffing / Associate Attraction A2 team. Role includes but is not limited to : High-level messaging and overarching strategy for all deliverables in WFS: Display ads for ADA and GDN, Gmail ads, paid social, OOH billboards, :30 and :60 radio spots, email, SMS, and ad hoc print collateral (i.e. on-site posters, etc.). Solely responsible for tonal strategy in hiring campaigns across the country and in Canada to help improve overall recruitment and employer brand equity in upwards of 175,000+ jobs. Working with stakeholders directly to outline their channel strategy and then bring their vision to life to deploy across all media. In charge of all short-form copy that is crafted for different markets and business lines leaning into indigenous messaging, pain points, audience psychology and personas - then fleshing it out per vertical.

SENIOR COPYWRITER

2019

Ancient Nutrition/ Dr. Axe

Franklin, TN

Sole copywriter for DTC/E-Comm team on CPG wellness brand Ancient Nutrition / personal influencer brand, Dr. Josh Axe. Crafted copy alongside Compliance and Legal channels for regulatory supplement space requirements in order to actively promote CBD, vitamins, supplements, proteins, Bone Broth, Collagen, probiotics, etc. Supported all cross-functional channels with copy needs across promotional E-mail copy at a daily cadence, SMS, Canadian launch, programmatic search and display ads, paid social media, direct mail pieces, landing pages, product descriptions, shooting scripts and other digital collateral. Responsible for promotional and editorial strategy, high-level messaging, holiday campaigns, Black Friday/Black November, brand tone guides, feedback surveys, taglines, long-form copy, automated behavioral emails, banners, crisis management messaging and box inserts.

OWNER

2013-2019

Red Herring Media LLC

New York, NY/Remote

Launched strategic content and communication campaigns for a wide variety of clientele on retainer: Hemp Industries Association, Jaybird Vintage, Likoba Prêt a Porter & Haute Couture, The Tape Artist, LVB Art, Runaway Bridesmaids, Feed Your Soul Bakery, Revere Jewels of Beverly Hills, The Garland Hotel, and many more.

SENIOR COPYWRITER (CONTRACT)

2017-2018

Midnight Oil

Burbank, CA

Agency senior copywriter actively placed on SoftBank Robotics B2B account writing ad copy, lead generation copy, paid digital media, banner ads, campaign collateral, organic social, and shooting scripts for high-visibility acquisitions like GNC and Marriott. Crafted case studies on agency-side projects such as: Bethesda Games/Wolfenstein II.

DIRECTOR OF CONTENT (CONTRACT)

2017

Dogear Jewelry

Culver City, CA

Rebranded voice of 27-year global accessory company across all verticals. Crafted CPG copy for over 100 jewelry assets in the retail space. Oversaw and directed entire marketing team. Led email and social media strategy aligning brand tone, implementing A/B testing, list segmentation and KPIs within overarching content umbrella. Wrote all PDP copy for e-commerce, named an exclusive line for Nordstrom, crafted banner ads, headed up influencer partnership acquisition, acted as in-house PR, and conceptualized line of textured items including t-shirts, totes, pins and patches.

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COPYWRITER (FREELANCE/REMOTE)

2017-2018

AKC / American Kennel Club

New York City, NY

E-Commerce email marketing and banner ads provided for nonprofit company, American Kennel Club, at a 3x weekly cadence.

BRAND COPYWRITER (CONTRACT)

2017

Mattel, Inc. / Nabi

El Segundo, CA

Banner copy, ad copy, packaging copy, press content and app copy provided for new consumer product, Aristotle.

MARKETING CONTENT MANAGER (CONTRACT)

2015

NatureMade Vitamins/PharmaVite

Los Angeles, CA

Departmental rebrand leveraging new brand tone, tagline, internal copy, and email marketing content for pharmaceutical giant on contract, off-site.

MARKETING CONTENT MANAGER (CONTRACT)

2015

TBWA Worldwide

New York, NY

Devised, crafted, and launched highly-targeted content for worldwide advertising network encompassing 323 offices and 14,000+ employees. Formulated and activated brand voice and strategy across all platforms for continuity in their global content strategy. Maintained pulse on trending social stories and industry news to stay culturally-relevant in digital space. Aligned brand voice throughout all digital assets.

- *Strengthened brand via ownership of six monthly newsletters inclusive of written content, design and video.*
- *Crafted copy on international airline campaign pitch that subsequently won major business.*

CREATIVE CONTENT SPECIALIST

2013-2014

New York Cruise Lines, Inc.

New York, NY

Oversaw website content creation, email marketing initiatives, copywriting for print collateral and outdoor, radio/TV script writing, ad campaign ideation, multi-platform social media strategy and external-facing copy needs for lifestyle brand conglomerate which includes Circle Line Sightseeing Cruises, North River Lobster Company, World Yacht, Beast Speedboat and Metro Sightseeing. Re-purposed and synced the voices for all five brands to effectively appeal to respective audiences. Optimized web content for SEO/SEM. Edited and proofread all outgoing communications. Directed in-house and freelance designers. Managed Summer interns. Provided weekly analysis reports on communication CTRs and open rates as well as monthly KPI reports on content plan as a whole, in order to keep team abreast of readership and steadily elevate growth.

- Spearheaded conceptualization of ads for New York Post, Time Out New York and New York Metro.
- Catalyzed 400% growth in unique visitors via development of curated content and on-brand dialogue.
- Innovated social storytelling contests like Handles and Hashtags, Circles and Lines, and #SawtheClaw.

STAFF WRITER

2012-2014

The Hudson Reporter

Hoboken, NJ

Journalist for weekly print and online newspaper serving nine towns in Hudson County, NJ. Completed diverse collection of assignments across business, entertainment and hard news reporting. Collaborated across newsroom functions to identify and drive high-impact journalism.

- *Successfully executed up to five weekly pieces on stringent deadlines.*
- *Won multiple awards for excellence in reporting and writing.*
- *Retained as freelance writer for various outlets including 07030 Magazine and Bayonne Community News.*

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MARKETING MANAGER

2018-2011

Media Services

New York Metro

Curated content for industry trades on large -scale events like Mercedes Benz Fashion Week, President Obama Inauguration, Rockefeller Center Tree Lighting, etc. for conglomerate event services company. Crafted product copy for brochures, sales catalogs, and e-commerce site. Directed design and copy for ad creative and email marketing campaigns .

MARKETING & EDITORIAL MANAGER (SUMMER)

2006-2007

U.C.L.A.

Westwood, CA

- Marketing Manager for the graduation campaign of '07, successfully conceptualizing the 007 James Bond theme.

ASSOCIATE DIRECTOR OF PR AND MARKETING

2005-2006

Hollywood Pop Academy/Musician's Institute

Hollywood, CA

- Spearheaded all marketing and PR efforts for newly-signed students like Jaden Michaels and Kasey Butler.
- Liaised with label heads and organized Hollywood and Highland live showcases.

MUSIC PR COORDINATOR

2004-2005

Rogers & Cowan

West Hollywood, CA

- PR coordinator under tutelage of Sandy Friedman. Clients included: Jose Feliciano, George Clinton, The Moody Blues, Trick Pony, Randi, Simon and Paula, the O'Jays and Kimberly Locke.

EDUCATION

Bachelor of Arts, Sociology, 2004 / Minor, Pre-Law

Monclair State University, Upper Monclair, NJ

AWARDS

Garden State Journalism Awards/

Second Place, Review Writing, 2016

Third Place, Lifestyle and Travel, 2015

Second Place, Investigative Reporting, 2014

First Place, Investigative Reporting, 2012

Third Place, Investigative Reporting, 2012

NJ Society of Professional Journalists/

Second Place, Investigative Reporting, 2013

Second Place, Review Writing, 2012

Third Place, Business Writing, 2016

New Jersey Press Association Awards/

Third Place, Responsible Journalism-Enterprise, 2013

Second Place, Investigative Reporting, 2013
