



ALLY AZZARELLI

copywriter

WHAT I DO

SKILLS

Copywriting
Creative Concepting
Script Writing
Digital Marketing
Lead Generation
AP Style

WIN AWARDS

Tech Data:

2018 Best of the Bay ADDY
2018 Gold ADDY
2017 Gold ADDY
2017 Silver ADDY

Bright House Networks:

2015 Silver ADDY
2015 Bronze Telly
2015 Employee of the Quarter

VOLUNTEER

Manage social media efforts for Belle of the Ball, a local nonprofit organization

EDUCATION

B.A. Communications, Molloy College
Internship at CBS

RANDOM FUN FACT

I published my first book for Random House Kids under the pen name Corey Barnes.

WHERE I AM

TECH DATA AGENCY • TECH DATA • CLEARWATER • FLA

B2B Senior Copywriter • 2016-Present

TASKS: Concept, research and write copy for email and lead-gen campaigns, event marketing materials, print, web, video, signage and blog posts, as well as mentor a team of copywriters

FOR: Brother, Cisco, Dell EMC, Fujitsu, HP, IBM, LG, Lenovo, Microsoft, Oracle and Quest

WHERE I'VE BEEN

BRIGHT HOUSE NETWORKS • ST. PETERSBURG • FLA

Copywriter • 2012-2016

TASKS: Copywriting and ideation for integrated campaigns including broadcast, print, email, web, paid social campaigns, billboard/outdoor, signage, telecom and how-to instructional videos

Contracted Technical Writer • 2011-2012

TASKS: Writing and editing technical articles for knowledge management system

OGILVY COMMONHEALTH WORLDWIDE • PARSIPPANY • NJ

Freelance Digital Marketing Copywriter • 2010-2011

TASKS: Copywriting, SEO, keyword and content optimization

FOR: Bayer Women's Health

BOOMERANG COMMUNICATIONS • PARSIPPANY • NJ

Web Editor and Project Manager • 2007-2009

TASKS: QA, SEO, SEM, keyword research, creating meta descriptions for client websites and writing agency press releases

FOR: Triaminic, Excedrin, Theraflu, Halls and Novartis Oncology

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