



# ALLY AZZARELLI

Content Strategist/Copywriter

## SKILLS

Copywriting  
Creative Concepting  
Social Media  
Digital Marketing  
Lead Generation  
Script Writing  
Public Relations  
AP Style  
SEO

## AWARDS

7 ADDYs  
1 Telly  
2015 Employee of  
the Quarter at  
Bright House Networks

## EDUCATION/TRAINING

B.A. Communications,  
Molloy College,  
Rockville Centre, New York

## CAREER HIGHLIGHTS

Penned six celebrity  
biographies for  
young readers

Interviewed Britney Spears,  
Justin Timberlake and Beyonce

Internship at CBS  
in New York

## GSP COMPANIES • CLEARWATER • FLA

B2B Content Strategist • 2018-Present

**TASKS:** Create content for retailer-focused blog articles, case studies, emails, landing pages, company press releases and client newsletters, as well as manage and monitor all social media accounts for GSP Companies

## TECH DATA AGENCY • TECH DATA • CLEARWATER • FLA

B2B Senior Copywriter • 2016-2018

**TASKS:** Concepting, researching and writing copy for email and lead generation campaigns, event marketing materials, print, web, video, signage and blog posts as well as mentoring a team of copywriters

**FOR:** Brother, Cisco, Dell EMC, Fujitsu, HP, IBM, LG, Lenovo, Microsoft, Oracle, Red Hat, Quest

## 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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