



# NICK IANDOLO

Marketing Communications Writer

21<sup>st</sup> Century Digital Writing

## Contact

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[portfolio.tenthsphere.com](http://portfolio.tenthsphere.com)

## Skills

- MarComm Writing
- Copywriting
- Social Media Marketing
- Public Relations
- Marketing Collateral
- Print Design/Production
- Web Content Creation
- SEO & SEM
- Journalism
- B2B/B2C Promotions
- Digital Transmedia
- Video Production
- eBooks/Digital Publishing
- CMS, MAS, and CRM

## Education

University of  
Massachusetts, Amherst  
2002  
Bachelor of Arts  
● English

## Interests

- Bodyweight Training
- Kickboxing
- Yoga/Plyo & Battle Rope

## Summary

I have executed a wide-array of innovative marketing and communications writing over digital, print, and traditional media platforms for many years. My passion is that through the power of my words I can increase ROI, market share, clients, and subscribers for small- to global-sized organizations—particularly in the Internet, transmedia, entertainment, marketing, publishing, ecommerce, travel, technology, and sustainability industries.

## Experience

### Marketing Communications Writer

#### Creativedge - Innov. Mkt. Sol. 2015 — Present

Creating a wealth of digital marketing and communications writing for various clients such as: *InnovaTID, Boston Job Doctor, NutriSavings, Bamboo Rose, Cognex Corp., Blockchain Prog. Corp., and Los Angeles Prime Media.*

### Senior Communications Manager & Producer

#### Digital Visionary Access Corp. (DVAC) 2012 — 2016

Provided an entire eco-system of communications, PR, and marketing services for DVAC's client organizations in the entertainment, broadcast, health maintenance, culinary, financial, municipal, and educational spaces. Selected clients: *5Wits, Gilpatrick Wealth, Rx Exp., AOC Invest., and Nobles*

- Integrated Marketing Communications
- Web Content Creation using CMS (*WordPress* and *Joomla*)
- Marketing & Brand Strategies, MAS (*Marketo*)
- Print, Social Media, and Broadcast, SEO, SEM, and Retargeting
- Marketing Collateral & Public Relations
- Video Producer, Web & VOD Development—saving DVAC **over \$200K**

### Assistant Communications Manager

#### Satcon Technology Corporation 2010 — 2012

Managed and wrote on a wide range of communications channels, marketing campaigns, and new business proposals for B2B hardware clients.

- Press Releases, B2B Sales Letters, MAS (*Pardot*), and Web Content
- Conference Materials (Promo-flyers, Banners, and Exhibition Displays)
- New Business Proposals—generating **over \$3M** in new bus. contracts
- Research Projects (New Sustainability Energy-Production Markets)
- Social Media Channels (*Twitter, Facebook, LinkedIn*, etc.)

### Marketing Communications Writer

#### Viiisage Technology/L-1 Identity Solutions 2007 — 2009

Produced product marketing collateral and new business proposals to market facial recognition software and document authentication hardware.

- Marketing Collateral (Data-Sheets, Case Studies, and Messaging Guides)
- Brand Strategy Initiatives and CRM (*Salesforce*)
- Digital/Web Writing (SEO & SEM), Published article in *Smart Card News*
- New Business Proposals—generating **over \$54M** in new bus. contracts
- Media Content Management, CMS (*Privia Platform, Documentum*)

**Additional Experience:** *MarComm Writer - ISM Marketing (client) 2003 — 2004, Comm. Assoc. - Thunder House Online Marketing 2000 — 2001.*