

Nick Iandolo

Marketing and Communications Writer
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21st Century Digital Writing



Headline

I am a seasoned, experienced, and professional marketing and communications writer—with a focus on the digital media space. I can meet all of your copywriting, messaging, promotional, PR, SEO, editorial, web-content management, print collateral, life image processing, proofreading, and advertising campaign needs.

Experience

SeaChange International

2018 – 2018

Digital Copywriter

Developing and creating new messaging and rebranding content across the various digital channels (online, mobile, and interactive). Working with CMS, MAS, Adobe Creative Suite, and OTT/IPTV/VOD/TSTV marketing.

Creativedge – Innovative Marketing Solutions

2014 – Present

Marketing and Communications Writer (Freelance/Consultant)

Creating a wealth of written Mar/Comm digital content and copywriting for clients such as *Blockchain Programmatic Corporation, NutriSavings, Make Tech Easier, Sandra Gilpatrick - Wealth Consultant*, and more.

Dedham Television and Media Engagement Center

2013 – 2016

Senior Marketing and Communications Manager

Managed and produced all digital communications, websites, marketing campaigns, print advertising, events, copywriting, and public relations media. Produced, directed, shot, and edited various broadcast programs.

MIT Sloan Management Review

2012 – 2013

SEO Analyst

Provided comprehensive SEO analyses and restructuring, using innovative strategies (such as word clouds), for the publication's archival preservation project.

Satcon Technology Corporation

2010 – 2011

Marketing Communications Associate

Managed and wrote for a wide range of Mar/Comm projects from press releases, proposals, business success stories, sales letters, conference marketing collateral, to research projects, and more.

L-1 Identity Solutions (Viisage Technologies)

2007 – 2008

Marketing Communications Writer

Managed, produced, and wrote for a wide range of Mar/Comm projects from case studies, data-sheets, proposals, messaging guides, web-copy, product descriptions, to industry trade articles, and more.

Education

University of Massachusetts, Amherst

2002

Bachelor of Arts: English Language, Literature, and Letters