



ALLY AZZARELLI

Content Writer/Copywriter

SKILLS

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

HONORS & AWARDS

7 ADDYs
1 Telly
2022 Nomination for
Employee of the Quarter at
StandUp Wireless
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

RICOH USA • REMOTE

Marketing Content Manager • 2022-Present

TASKS: Strategize, pitch, research, write, and edit thought leadership pieces, blog articles, event marketing materials, and high-level content promoting Ricoh's end-to-end products, solutions, and services

STANDUP WIRELESS • REMOTE

B2C Copywriter • 2022-2022

TASKS: Manage and create content and copy for telecom company blogs, customer newsletters, perform keyword research, manage freelancers, assist with proofing and social media

GSP COMPANIES • CLEARWATER • FLA

B2B Content Strategist • 2018-2022

TASKS: Create content and copy for retailer-focused blog articles, case studies, emails, landing pages, company press releases and customer and employee 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

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