



ALLY AZZARELLI

SKILLS

Copywriting
Blogs
Creative Concepting
Case Studies
Infographics
Web and Email Copy
Social Media
Lead Generation
AP Style
SEO
Script Writing
Public Relations

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

Authored six celebrity
biographies for
young readers

Internship with CBS
in New York

RICOH USA

Content Marketing Manager • 2022-Present

RESPONSIBILITIES: Partner with go-to-market teams and product managers to create content and copy promoting Ricoh's innovative tech services and solutions

GSP COMPANIES [RETAIL SERVICES PROVIDER]

B2B Content Writer and Copywriter • 2018-2022

RESPONSIBILITIES: Creating content and copy for retailer-focused blog articles, case studies, emails, landing pages, and press releases. Managing and monitoring all social media accounts for GSP Companies, resulting in a 75% increase in LinkedIn followers and a 50% increase in Twitter followers

TECH DATA AGENCY NOW TD SYNnex

B2B Senior Copywriter • 2016-2018

RESPONSIBILITIES: As a senior copywriter (B2B), editor, proofreader, and blogger at Tech Data Agency, I worked closely with tech SMEs and our in-house stakeholders to create award-winning marketing and event copy and content for Tech Data's vendor partners, which included Acer, Aruba, Brother, Cisco, Dell, Fujitsu, HP, IBM, LG, Lenovo, Microsoft, Oracle, Quest, Ruckus Wireless and VMware.

BRIGHT HOUSE NETWORKS NOW CHARTER COMMUNICATIONS

B2C Copywriter • 2012-2016

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

Contract • Technical Writer • 2011-2012

RESPONSIBILITIES: Writing and editing technical articles for knowledge management system

OGILVY COMMONHEALTH WORLDWIDE

Contract • Digital Marketing Copywriter • 2010-2011

RESPONSIBILITIES: Copywriting, SEO, keyword, and content optimization for Bayer Women's Health

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