

# MELISSA FIORENZA

WRITER  
MARKETER

## CONTACT

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AUTHORY.COM/MELISSAFIORENZA

## AWARDS & ACCOMPLISHMENTS

### HONOREE

ALBANY BUSINESS REVIEW

40 UNDER 40 CLASS OF 2022

### CO-AUTHOR

TWENTYSOMETHING GIRL;

SKYHORSE PUBLISHING

### COPYWRITING AWARDS

ADDY AWARDS 2014-2021

HEMR AWARDS 2014-2023

### CONFERENCE PRESENTER

AMERICAN MARKETING ASSOCIATION

HUBSPOT'S INBOUND CONFERENCE

## ASK ME ABOUT...

- The 10+ blogs I've managed
- On-page SEO
- Counting macros
- True crime podcasts
- Money-saving tips
- My voicemail from Sinbad

## EXPERIENCE

### FREELANCE WRITER / MARKETER

2005 - PRESENT

- Examples of outlets & brands:
  - Health.com
  - Prevention
  - Eat This, Not That!
  - BestLifeOnline.com
  - Cosmopolitan
  - Nocking Point Wines
  - Uwila Warrior
  - Orangetheory Fitness
  - Pure Healthy Living
  - The Today Show
  - Time Out New York
  - Mental Health Assoc. in NY
  - Leonardo
  - Ladies Home Journal

### AVP OF CONTENT STRATEGY

CCA | AUG. 2014 - PRESENT

- In charge of copywriting, content marketing, and more for dozens of colleges and universities.
- Examples of clients: NYU Steinhardt; University of Richmond; Adelphi University; UVA; etc.

### ASSOCIATE CREATIVE DIRECTOR

MEDIA LOGIC | JUNE 2010 - AUG. 2014

- Wrote copy, managed social media, conducted social audits, and brainstormed creative concepts.
- Clients included Visa, The Ritz-Carlton, MVP Health Care, L.L.Bean, FYE, and others.

### ASSOCIATE FEATURES EDITOR

TIME INC.'S ALL YOU MAGAZINE | AUG. 2008 - JUNE 2010

- Wrote and edited front of book, features, and back of book pages for the women's magazine.
- Prepared content spots for The Today Show on NBC and The Early Show on CBS.

### ASSISTANT EDITOR

HEARST'S QUICK & SIMPLE MAGAZINE | 2007 - 2008

- Produced content and assisted with photo shoots for Good Housekeeping's weekly offshoot.

### INTERNSHIPS

- Cosmopolitan Magazine
- Improper Bostonian Magazine
- The Boston Phoenix
- Stuff@Night Magazine

## EDUCATION

**BA IN ENGLISH, MINOR IN MASS COMMUNICATIONS**  
TUFTS UNIVERSITY