

Cassidy Colarik

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Education

University of Dayton, Bachelor of Arts in Communication (May 2016)
cum laude (GPA 3.57)

Employment

Radancy, a global talent technology leader solving the most critical challenges for employers

Copywriter, New York, NY (09/2021-present)

- Translate business strategy into compelling web copy for brand's recruitment websites
- Draft supporting copy for emails, 360 campaigns, and OOH advertising
- Create brand-forward captions for social content
- Work closely with Creative Directors and Designers to effectively elevate brands throughout all projects and touchpoints
- Maintain brand voice across all creative executions

KCSA Strategic Communications, a fully integrated communications agency

Social Media Copywriter/Copyeditor, New York, NY (08/2019-05/2021)

- Wrote compelling social media calendars with a distinct brand voice for all social media platforms related to clients
- Clients: The Very Good Food, Co. Sonic Automotive, AcuityAds, Vislink, ManifestSeven, Inuvo. Inc, & Mydecine
- Reviewed and proofread existing creative copy for both messaging and grammar
- Translated concepts into effective messages by writing clear, persuasive, original copy
- Elevated presentations and proposals with excellent copy, narrative building
- Directed the design process from concept to execution
- Oversaw clients' social channels daily, including publishing posts and monitoring for engagements
- Planned, prioritized, and managed multiple projects simultaneously, on tight deadlines

Austin Macauley Publishers, an independent book publishing house

Marketing Executive, New York, NY (01/2019-08/2019)

Marketing Assistant, New York, NY (10/2017-12/2018)

- Wrote a range of content including: press releases, press pitches, blog posts, press kits and social media copy
- Successfully drafted, pitched and placed authors' books in media publications
- Executed all ongoing media relations for a large author client base
- Trained U.S. Marketing Assistant and U.K. marketing department on various responsibilities
- Pitched to *Publishers Weekly*, resulting in AM being featured in *PW* article
- Consistently collaborated with global digital team to develop successful content strategies for company's social platforms
- Acted as the main point of contact for day-to-day communications with authors
- Represented and promoted the company at trade shows across the industry to effectively build brand awareness for the company

GCI Health Communications, an agency built on redefining healthcare communications

Account Coordinator (Contract), New York, NY (01/2017-07/2017)

- Wrote social media copy and conducted research to develop social media audits
- Assisted in the development and creation of Stop Motion Video for Biogen's social media platforms
- Supported and assisted in the account management of three accounts, including: Biogen, electroCore, and VEREGEN
- Efficiently applied Cision to gather information for targeted local, national, and industry-specific media outreach lists
- Provided account support through the flagging of media coverage in real time to client during the FDA clearance of product
- Monitored search engines, alerts and social media to capture all client placements and mentions

Devries Global, a public relations agency with a passion for building brands

Consumer Public Relations Intern, New York, NY (09/2016-12/2016)

- Conducted research on potential brand and social influencer partnerships
- Tracked and clipped press related to clients: Zippo and Case Knives
- Effectively utilized Cision to compile press lists for blogger outreach and press events
- Assisted with product inventory for P&G Client: Olay and Pantene
- Supported client programs by assisting with the coordination of creative mailers and gift bags

BreakThru Radio, a platform that offers podcast, video, and editorial content

Editorial & Social Media Intern, New York, NY (08/2016-12/2016)

- Wrote 15 feature articles posted to company's website
- Pitched article ideas at weekly staff meetings; composed interview questions for article content
- Effectively utilized Tweetdeck to schedule tweets for company's twitter