

Cassidy Colarik

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Education

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

Employment

Icreon, a digital solutions company built for the challenger brands who need to get what comes next first

Copywriter, New York, NY (01/2023-present)

- Write clean, concise, well-polished copy spanning across a variety of industries and topics including: luxury, retail, manufacturing, education, and healthcare
- Edit content produced by teammates, including conceptualizing the projects upfront and copy-editing prior to publishing
- Collaborate with the wider team and clients through brainstorming, the creation of impactful end user experiences, and technical delivery and implementation
- Design and execute on clients' marketing programs and digital experience goals

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

Copywriter, New York, NY (09/2021-01-2023)

- Create copy for digital and traditional advertising, large-scale web development, and social media
- Develop compelling email and banner copy for clients
- Understand and maintain clients' brand voice, style and tone
- Assist in the development of creative concepts for clients
- Integrate written communications with graphic art content

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 and narrative building
- Direct 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 in *Publishers Weekly*, resulting in AM being featured in *PW* article
- Consistently collaborated with global digital team to develop 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, electroCore
- 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