

Brandon Joseph Vescovo

<https://brandonvescovo.squarespace.com/>

SKILLS

- Content Strategy: research, planning & governance of content for digital taxonomies & CRM
- Creative execution: user-centric copywriting / editing, content ideation, voice / tone guidelines
- Social media: editorial / amplification plans, channel strategies, management

PROFESSIONAL EXPERIENCE

Various Content/Copy Freelance, New York, NY

Apr. 2017 – Mar. 2018

Clients: Mastercard, NBC Universal, Dylan Schwartz for City Council

- Wrote user-centric copy for a redesign of the main Masterpass website, targeting merchants, consumers and issuers; developed a blog and social media strategy for Mastercard Developers.
- Assisted in coordination and messaging for the launch of first-of-its-kind entrepreneur accelerator program that brought together certified diverse business owners in the media and technology space
- Managed social media and created content for city council candidate – increased engagement 40% in three months

Ketchum, New York, NY

Nov. 2016 – Apr. 2017

Content Strategist

- Content ideation / strategy, copywriting, and social media strategy for clients including AARP Members Advantages, DuPont Pioneer, 3M Industrial Adhesives, Gillette.

InTouch Solutions, New York, NY

Sept. 2015 – Nov. 2016

Associate Content Strategist

- Multi-channel marketing and CRM strategies for pharmaceutical clients
- Optimized doctor-facing communications for Boehringer Ingelheim, Chiesi, Novartis, and Astra Zeneca

Atmosphere Proximity, New York, NY

Dec. 2012 – May 2015

Content Strategist

- UX-focused content strategy for clients including J&J, Novo Nordisk, Visa, Citibank, Emirates.
- Helped develop a tourism website for the Dubai government, an unbranded patient website for a new drug from Novo Nordisk, and an online patient hub for DePuy Synthes Orthopedics.

EDUCATION

Missouri State University

May 2012

Bachelor of Science, Mass Media

Aug. 2008 - May 2012