

Lindsay Pietroluongo

FREELANCE WRITER & COPY EDITOR



845 380 2277



lindsaypietro@gmail.com



Fishkill, NY

PROFILE

Freelance writer with 13 years experience creating and editing articles, brand collateral and website copy for B2B and B2C

SKILLS

Agency experience
Asana + ClickUp
Basic CSS + HTML
Google Docs / Sheets
Grammarly
Hemingway
iOS + macOS
MailChimp
Pages
SEO tools
Slack + Teams
WordPress

EDUCATION

BA in English, 2006
Marist College
Poughkeepsie, NY

EXPERIENCE

BUSINESS, MARKETING AND TECH WRITER

- Merchology, 2022-Present: Write monthly blog posts about business trends, custom corporate merchandise, gift ideas, logos, promotional products, sustainable business and trade shows
- Venture 4th Media, 2018-Present: Write long-form articles for various websites about affiliate marketing and SaaS
- TechRadar, 2021: Wrote a series of articles that reviewed and compared leading browsers and search engines
- Elegant Themes, 2019-2022: Wrote up to 12 long-form articles per month about business goals, content creation, customer experience, marketing, project management, SaaS, website design, workplace wellness and WordPress
- AdvertiseMint + Jumper Media, 2017-2022: Wrote social media marketing articles about ads, branding, campaign design, influencer marketing, lead generation, local targeting, news, productivity, sales, social proof and team management

COPY EDITOR

- Mobigraphy, 2019-Present: Copy edit magazine articles to align with on-brand grammar, layout and wording; edited and contributed to 90-page ebook *The Camera In Your Pocket: How To Take Better Photos With Your iPhone*
- Digital Trends, 2020-2022: Worked in a fast-paced publishing environment to copy edit multiple short- and long-form evergreen and news articles per day while adhering to brand-specific and AP style
- EyeEm, 2019: Copy edited series of magazine articles, including interviews and profiles of photographers

ASSORTED PROJECTS

- Write about fitness and travel, including airlines, destinations, equipment and outdoors, for All Outdoors Guide, Better Wander and The Gym Lab
- Created email series for KLA Group to encourage audiences to attend industry events or visit client websites and contact a representative
- Managed creative content and digital marketing campaigns for Babicz Guitars, Poppy Creative Agency and Teece Torre jewelry