

JOE D'ALLEGRO

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EXPERIENCE

Advertising Copywriter / Marketing Writer 2013-Present

Freelance copywriter for Anton & Partners, Concept Farm, Digitas LBi, Hyperbolous, Refresh Advertising, and others. I've written everything from landing pages and web sites to small business signage. My social media work includes creating Facebook, Instagram, Twitter, and LinkedIn content for Verizon. In 2023 and 2024 I wrote website and email content on personal finance, employee benefits, and wellness for Nudge Global.

Contributing Reporter – CNBC 2014-Present

Research, write and edit articles on finance, technology, real estate, design, investment planning, and the automotive industry.

Copywriter – LEAF Commercial Capital 2021-2023

Wrote and edited emails, flyers, web copy, and blog posts to support the B2B marketing and communications efforts of this commercial equipment finance company.

Marketing Writer – NJIT 2019-2020

Wrote web copy, marketing collateral, press releases, articles, bios, and social media for a business unit of the New Jersey Institute of Technology (NJIT) that promoted biopharmaceutical research, healthcare delivery, and the adoption of electronic health records.

Contributing Reporter – Institutional Investor (II) 2008-2018

Wrote and proofread articles on nonprofit investment trends, corporate compliance, and developments in the defined benefit and defined contribution retirement plan arenas.

Blogger – Ride by Kelley Blue Book 2019 • The Drive 2017-2019 • True/Slant 2009-2010

Researched, wrote and proofread timely pieces on the automotive industry including car, truck and motorbike reviews, corporate and financial news, and technical developments. Took and edited photos. Used WordPress to layout posts, and add metadata and SEO information.

Internal Communications Manager – KPMG 2001-2008

Wrote and edited topical online and print newsletters for this Big Four accounting and consulting firm along with speeches, bios, emails, and presentation materials. Served as the primary photographer for the New York office. Helped develop and implement crisis communications and marketing strategy. Helped design maintain KPMG's intranet site.

Writer & Publisher – ReOdorant 2001-2008

Created and was the sole writer of a successful-ish humor site featuring comics, essays, and animation. My comics appeared in newspapers and magazines across the country – including Jest, The Hudson Current, and L Magazine.

OTHER

Volunteer at legendary freeform radio station WFMU (91.1 FM). Have researched and written morning news roundups, ran the station's mixing console, and organized live comedy shows.

EDUCATION/SKILLS

Boston University, College of Communication – Bachelor of Science in Journalism

Working knowledge of Google Workspace, Microsoft 365, Monday.com, Photoshop, Slack, WordPress, Workamajig, Workfront, and 1Password.