

Joe D'Allegro

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[Portfolio – www.joedallegro.com](http://www.joedallegro.com)

EXPERIENCE

Freelance Copywriter 2008-Present

I'm a freelance copywriter for Concept Farm – serving AMC, the Aruba Tourism Authority, Dime, Margaritaville, and other clients. I also contribute regularly to the boutique agency Hyperbolous.

In 2016, I did digital and direct marketing work for DigitasLBI's American Express and Comcast accounts. Earlier, I wrote copy for a pharmaceutical client of Publicis, social media for a financial services client of Big Spaceship, and an entire web site for a commercial real estate client of Anton & Partners. While freelancing for Mint Advertising, I wrote copy for Millington Bank, Food Network, and CRP Automotive, among other clients.

Freelance Reporter 2008-Present

I write consumer finance and investing articles for CNBC, primarily covering developments in the ETF marketplace and retirement planning. I also write for Investopedia, covering career planning, commercial and residential real estate, and automotive shopping. As a long-term contributing reporter to Institutional Investor, I write articles on how pension funds and nonprofits invest their assets, including their use of private equity and hedge funds.

Blogger True/Slant 2009-2010

Researched and wrote timely pieces on developments in the automotive industry – including product reviews, corporate and financial news, and trends.

Communications Manager KPMG 2001-2008

Wrote and edited topical online and print newsletters for this Big Four accounting firm; along with speeches, bios, emails, and presentation materials. Helped develop and implement corporate communications strategy. Designed and maintained intranet site.

Writer & Publisher ReOdorant 2001-2008

Created a successful humor site featuring comics, essays, and animation. ReOdorant.com grew to 2000 visitors a day and my comics appeared in more than a dozen newspapers and magazines across the country, including Jest, The Hudson Current, and L Magazine.

Automotive & Financial Editor ConsumerSearch 1999-2004

Wrote and edited reports on consumer financial products and cars for this Ask.com subsidiary to the site's exacting standards.

OTHER

Produce and promote comedy shows featuring top area comics.

Volunteer at WFMU, the nation's longest-running freeform radio station.

EDUCATION

Boston University, College of Communication – Bachelor's in Journalism