

Joseph D'Allegro

Portfolio: joedallegro.com

Email: joseph.dallegro@yahoo.com

Summary: A Philadelphia-based writer with client-side and agency experience in regulated industries. Extensive finance and investing background, plus healthcare, biopharma, insurance, real estate, automotive, lending, and small-business promotion.

WORK EXPERIENCE

Contributing Reporter CNBC September 2014 – Present

Research, write and edit freelance articles on consumer finance, investment planning, technology, real estate, sustainability and developments in the automotive industry.

Advertising Copywriter / Marketing Writer Various January 2015 – Present

Currently write and edit M&A content for MKP Communications, including email, landing pages and print copy for personal- and business-banking customers. Earlier worked as a B2B and B2C copywriter for Concept Farm, Publicis and others. Boosted engagement and brand awareness for clients including Merck, Verizon, AMC and the Empire State Building through creative social media, web copy and OOH advertising.

Healthcare & Biopharma Writer NJ Institute of Technology (NJIT) August 2019 – July 2020

Produced internal and external communication to promote NJIT's biopharma research and healthcare initiatives. Developed digital content, annual reports, event collateral, press releases, articles, bios and SEO-targeting social media that complied with HIPAA standards. Assisted with the writing and editing of grant applications. Handled emergency communication during the early stages of the COVID-19 pandemic.

Financial Reporter Institutional Investor (II) May 2008 – September 2018

Reported on nonprofit investment trends, regulatory compliance, and developments in the defined benefit and defined contribution retirement plan arenas. Proofread the work of others.

Automotive Blogger Kelley Blue Book & The Drive September 2017 – December 2019

Researched, wrote and proofread timely pieces on automotive topics including car, truck, and motorcycle reviews, plus industry news and technological developments. Shot and edited photos. Used WordPress to layout posts and add metadata and keywords to boost SEO.

Internal Communications Manager KPMG January 2001 – May 2008

Wrote and edited newsletters, speeches, bios, emails, executive communications, and event materials. Helped develop and implement crisis communications after 9/11. Helped develop KPMG's intranet site and marketing strategy. Guided junior writers and edited their work.

VOLUNTEERING

Currently volunteer at Philadelphia's Rail Park and Philly House. Earlier volunteer at radio station WFMU (91.1 FM) researching and writing science-orientated morning news, running the mixing board, responding to listener queries, and helping organize comedy fundraisers.

EDUCATION/SKILLS

Boston University, College of Communication Bachelor of Science in Journalism

Experienced with Google Workspace, Google Analytics, Microsoft 365, ChatGPT, Perplexity AI, Monday.com, Photoshop, Slack, WordPress, Workamajig, Workfront and 1Password.