

# Anthony Fiducia

Brooklyn, New York

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🌐 [anthonyf2217.github.io/FiduciaCopywriter/](https://anthonyf2217.github.io/FiduciaCopywriter/)

## Key Skills

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- Strong written and verbal communicator able to convey information and ideas in an concise and effective way.
- Ability to adapt writing style to different audiences and mediums.
- Proficient in catering and crafting copy toward target audiences and persuading them to take action.
- Creative thinker and problem solver able to approach challenges from multiple angles.
- Experienced researcher, interviewer, and planner with excellent time management and organization skills.

## Work Experience

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**Content Writer (Freelance)** September 2021—Present  
*TechnologyAdvice* Remote

- Write content pertaining to technology topics such as programming languages and digital marketing.
- Work alongside the managing editor to discuss content ideas and strategy.
- Research topics to develop a better understanding of writing assignments.

**Technical Copywriter** February 2021—Present  
*Tzumi Electronics* New York, NY

- Write copy for websites, landing pages, social media, and more.
- Work closely with the e-commerce team to develop SEO-driven product listings for major online retailers.
- Develop instruction manuals and other user documentation for a diverse pool of products.
- Manage and proof all written materials according to brand and style.

**Marketing Specialist (Contract)** August 2020—January 2021  
*Columbia-Greene Community College* Remote

- Developed and executed social media content through multiple platforms.
- Wrote news-style content for the college website.
- Revamped and reviewed social media strategy with Marketing Manager.

**Email Marketing Associate** August 2019—January 2020  
*iRemedy Healthcare* New York, NY

- Wrote copy for email and social media content, as well as managed campaign automation and email lists.
- Analyzed marketing data in ESP and CRM programs to drive more effective email marketing strategies.
- Conducted market research to assess product offerings and value propositions of competitors.

**Communication Specialist** May 2018—May 2019  
*PIA Management Services* Bethlehem, NY

- Wrote and distributed weekly publications to over 3,000 association members across five states.
- Managed the social media content and strategy of multiple platforms and accounts.
- Collaborated with lawyers and insurance experts to ensure information is relevant and accurate.

## Education

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**B.A. in Professional Writing: Digital & Technical Writing**  
State University of New York at Cortland

## Certifications

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**Google Ads (Search)** Exp. February 2022  
Google

**Google Analytics Individual Qualification** Exp. February 2022  
Google