

Anthony Fiducia

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Key Skills

- 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 grabbing the attention of 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

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—November 2020

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.

News Reporter

May 2017—December 2017

Columbia-Greene Media

Hudson, NY

- Produced over 250 news articles adhering to the AP style guide under a strict quota.
- Gathered information through interviews and research to develop a better understanding of assignments.
- Maintained good relationships with sources to help drive ideas for content.

Education

B.A. in Professional Writing: Digital & Technical Writing

May 2017

State University of New York at Cortland

Cortland, NY

Certifications

Google Ads (Search)

Exp. February 2022

Google

Google Analytics Individual Qualification

Exp. February 2022

Google