

GINA PENSIERO

-- Contact:

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Costa Mesa, CA
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-- Portfolio:

<http://www.ginapensiero.com>

-- Skills:

Fields of Expertise:

Editorial
Copywriting
Branding
Communications
Blogging
Journalistic Writing

Areas of Focus:

Digital Content
Digital Campaigns
Marketing
Merchandising
Email Marketing
Social Media
Relationship Management

Company Experience:

In-House
Agency

-- Education:

The University of Michigan
Ann Arbor, MI
Bachelor of American Cultures
(with Honors)

King's College
London, UK
Junior Year Abroad

-- Professional History:

Freelance (2010 - Present) • NYC & LA

Independent copywriting, editorial and creative consultancy
Clients: HUGE Inc., Audible.com (Amazon.com), PanCom, OpenSky, Pixelfanatix, Bumped.in, Industry Graph, InsideTrack
Work: editorial voice, copywriting, branding, concepting, UX, digital content, social media, email and web campaigns

Audible.com (2007 -2010) • Newark, NJ

Manager of Editorial Merchandising (2008-2010)
Work: email newsletters, site promotions, partner promotions, digital content, editorial voice, concepting, branding, naming, copywriting
Special Projects: Amazon.com platform/CMS migration

Content Coordinator (2007-2008)
Work: relationship management, project management,
Special Projects: iTunes partnership, implementation of new CMS

One Sweet Song (2008 - Present) • NYC & LA

Founder/Blogger
Work: blogging, writing, marketing, relationship management
Awards: Bloggie Nomination (2008)

Nerve.com (2011) &

The New York Times: The Local (2009-2010) • NYC
Contributor
Work: blogging, writing

Assistive Media (2005 - 2007) • Ann Arbor, MI

Content Manager and Editor
Work: content management, digital content, audio editing, copyediting

The Michigan Daily (2001 - 2005) • Ann Arbor, MI

Arts Writer
Work: writing (music), research