

VINCENT PEZZIMENTI

716.244.0427

vinny@vinnypezzimenti.com

vinnypezzimenti.com

SUMMARY

Communications professional with a record of success developing written copy, designs, websites, and outreach materials for consumer, business, fundraising, and stakeholders. Experienced in managing internal and external communications, website design and maintenance, editing and proof-reading, and building and implementing effective marketing and social media strategies. A creative thinker with excellent analytical ability, attention to detail, a collaborative spirit, and ability to multi-task and meet deadlines.

RELEVANT EXPERIENCE

2015 – present

WEB CONTENT MANAGER

SUNY Jamestown Community College – Jamestown, N.Y.

Partners with faculty and staff to create, develop, and manage content (text, graphics, video) for college website. Manages college's primary social media accounts and provides college-wide leadership on social media strategy and development. Leads college's social media advertising efforts.

20013 – 2015

AGENCY RELATIONS COORDINATOR

HomeCare & Hospice – Olean, N.Y.

Developed messaging and written materials to support internal and external communication, fundraising objectives, and public relations strategies. Created and edited written and graphical content for public relations and marketing tools, including special events collateral, newsletters, brochures, flyers, and website.

2012– 2013

ATHLETIC COMMUNICATIONS ASSISTANT

St. Bonaventure University – St. Bonaventure, N.Y.

Developed, designed, and edited programs, guides, and other publications for online and print. Helped oversee the development and maintenance of athletic web pages and social media platforms for all intercollegiate teams. Produced press releases and marketing pieces.

2011 – 2012

ADMINISTRATIVE ASSISTANT

W.K. McLaughlin Associates – Rochester, N.Y.

Advised and edited content and layout of resumes and cover letters for attorneys seeking career changes. Assisted in maintaining regular correspondence with law firms, corporations, and attorneys.

HONORS

Four-time *Pennsylvania Associated Press Managing Editors Award* Winner

Pennsylvania Keystone Press Award, Second Place, Event Coverage (2009)

Recruited by *Sports Illustrated for Kids* for freelance writing

SKILLS

Video editing and production

Graphic design and layout

Website development and maintenance

Social media and blogging

Social media advertising

Copywriting and content development

SEO

LEADERSHIP

Social Media Steering Committee Chair (JCC)

Advertising Task Force Committee member (JCC)

Employee Relations Committee member (HomeCare & Hospice)

OTHER ROLES

Editor for *TheBonaBlog.com* St. Bonaventure basketball website.

Historian for Town of Olean

2008 – 2011 **REPORTER | EDITOR | DESIGNER**

Centre Daily Times – State College, Pa.

Gathered and analyzed information from a wide-range of sources to produce stories, features, profiles, and columns for print and web. Edited copy and laid out newspaper pages using design software. Managed and directed writers, photographers, and page designers.

2004 – 2008 **REPORTER | EDITOR | DESIGNER**

Olean Times Herald – Olean, N.Y.

Produced diverse stories and commentary pieces for print and web. Edited copy and laid out newspaper page. Interviewed, hired, trained, and managed department interns.

2004 **REPORTER**

Kane Republican – Kane, Pa.

Prepared features, profiles, and basic news stories.

EDUCATION

2011 – 2012 **Master of Science in Education (Athletic Administration focus)**

State University of New York at Brockport

2000 – 2004 **Bachelor of Arts in Journalism/Mass Communications**

St. Bonaventure University

ENDORSEMENTS

“Vinny is very hard-working, bright, well-balanced, and well-liked. I have been a recruiter for 47 years, have spoken with thousands of highly educated (prospective employees) and I earn a living on making good judgment calls on people. Vinny is one of the most outstanding employees that I have ever had work here.”

– Bill McLaughlin, President, William K. McLaughlin Associates

“(Vinny) needed no micro-managing, consistently came up with interesting and insightful stories written at a very high level and, most of all, was always on top of his beat.”

– Sports Editor Chuck Pollock in the Aug. 3, 2008 edition of the Olean (N.Y.) Times Herald