

Adam R. Matricardi

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EXPERIENCE

02/05 – Present

Freelance Copywriter, NBTY, Inc., New York

- Create concepts and copy for ad campaigns spanning television, print, direct mail, Web sites and POS displays.
- Campaigns include Pure Protein, MET-Rx, Nature's Bounty, Sundown, Osteo Bi-Flex, Herbalife and Worldwide Sports Nutrition.

11/03 – 1/05

Senior Copywriter, Stanton & Company, New York

- Work closely with Senior Art Director, Account Executives and clients to create concepts and copy for real estate advertising campaigns.
- Write Direct Response marketing concepts and copy for direct mail and email campaigns.
- Create corporate branding, tag lines and sales concepts for residential and commercial real estate firms.
- Write and edit all agency copy including ads, brochures, presentation materials, invitations and Web content.
- Coordinate with Web and production teams to ensure execution of written concepts.

10/02 – 10/03

Freelance Copywriter/Editor/Web Producer

Huntington Graphics; Direct Synergy; Kaspar Designs

08/00 – 09/02

Writer/Associate Channel Manager, Cablevision, New York

- Wrote, produced and managed content for the Entertainment, News, YourTown, TV Listings and Weather channels of the Optimum Online Web portal.
- Worked with channel teams using analysis of Web Trends Reports to develop content strategies.
- Produced broadband content packages.
- Developed and maintained relationships with content partners.
- Wrote weekly features for the homepage and Entertainment channel.

08/98 – 08/99

Copywriter, Stanton & Company, New York

- Wrote and edited copy for all aspects of advertising including Direct Mail, brochures and Web.

EDUCATION

1996 – 1998

B.A., Journalism, University of Central Florida, Orlando

1994 – 1996

University of Rhode Island, Kingston

SKILLS

Mac and PC: MS Office, Quark Xpress, HTML, Vignette CMA.