Vincent Pezzimenti

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Performance Profile/Career Summary

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

Professional Experience:

HomeCare & Hospice/Total Senior Care | Olean, N.Y **August 2013 to Present**

Agency Relations Coordinator

- Responsible for developing messaging and written materials to support internal and external communication objectives in line with established organizational messaging.
- Assist in creation and distribution of public relations and marketing tools, including special events collateral, newsletters, brochures, flyers, etc.
- Drive development of organizations' websites from layout to function, monitor the performance of websites based on traffic and engagement, and develop content (copy, photographs, and other media) for websites on an ongoing and consistent basis.
- Proactively execute effective uses of social media in advancing agencies among various audiences, and monitor social media, respond to requests from all customers, and develop strategies to expand reach.

St. Bonaventure University | St. Bonaventure, N.Y. **July 2012 to May 2013**

Communications Assistant

- Researched, wrote, edited and released publications directed to the appropriate media, conference, national offices and websites.
- Developed written content for and designed programs, guides and other publications.
- Helped oversee the development and maintenance of athletic web pages and social media platforms for all intercollegiate teams.
- Produced press releases, marketing pieces and video packages.

W.K. McLaughlin Associates | Rochester, N.Y. **January 2011 to July 2012**

Administrative/Recruiting Assistant

- Advised and edited content and layout of resumes and cover letters for attorneys seeking career changes.
- Helped develop and maintain databases that tracked over 43,000 intellectual property attorneys and employment opportunities worldwide.
- Assisted in maintaining regular correspondence with law firms, corporations and attorneys.
- Managed and trained part-time summer employees.

Centre Daily Times | State College, Pa. **August 2008 to January 2011**
Reporter/Editor/Designer

- 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.
- Consistently updated and contributed to the newspaper's website.

Honors:

- Four-time *Pennsylvania Associated Press Managing Editors Award* winner.
- *Pennsylvania Keystone Press Award*, Second Place, Sports Event Coverage (2009)
- Recruited by *Sports Illustrated for Kids* to write a freelance feature on Penn State offensive lineman Stefan Wisniewski (November 2009 issue).

Olean Times Herald | Olean, N.Y. **August 2004 to August 2008**
Reporter/Editor/Designer

- Produced diverse stories and commentary pieces on a daily basis for print and web.
- Edited copy and laid out newspaper pages using design software.
- Interviewed, hired, trained and managed department interns.

Kane Republican | Kane, Pa. **June 2004 to August 2004**
General Assignment Reporter

- Prepared features, profiles and basic news stories.
- Snapped photos that appeared on the newspaper's front page.

Education:

St. Bonaventure University **August 2000 to May 2004**
B.A. Journalism/Mass Communications

State University of New York at Brockport **January 2011 to December 2012**
M.S. Education **GPA:** 3.82

Skills:

Proficient in Microsoft Platforms, Adobe InDesign, Photoshop and Acrobat, Quark Xpress, NewsEdit Pro, Dreamweaver, WordPress, HTML content management systems and video editing software. Extensive social media experience.

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