



# THOMAS RANIERI

COPYWRITER  
TRWRITES.COM

## ABOUT ME

Highly organized content producer and copywriter/editor accustomed to producing excellent results-driven content on short deadlines. Self-starter with experience collaborating with a close-knit team in both business to business and business to consumer markets. Have developed content for various media platforms including social media, e-commerce, e-books, website content, video scripts, blog posts, pitch decks, and more.

## PROFESSIONAL SKILLS

Research Efficient  
Detail Oriented  
Creative Background  
Experience in WordPress  
Microsoft Office and G-Suite proficient  
Certified in Google Analytics  
Extensive Customer Service experience  
Experience in B2B and B2C markets

## CONTACT

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## EXPERIENCE

### COPYWRITER

**Newell Brands | Dec 2020 - Present**

- Developed new brand voice for the relaunch of the Bionaire brand, winner of the 2022 GOOD DESIGN® branding award
- Write and create multi-platform content for iconic brands like Crockpot, Oster, Rubbermaid, and more
- Collaborated closely with designers to conceptualize and produce brand-specific video content
- Created comprehensive, SEO-driven content strategy to provide educational content to consumers
- Work intimately across multiple platforms to ensure brand voice consistency across e-commerce product copy, website copy, video scripts/outlines, and social platforms

### LEAD CONTENT DEVELOPER

**Traffic Builders Digital Marketing | Feb 2019 - June 2020**

- Devised and executed the creation of conversion-driven multi-platform content marketing strategies both internally and for clients that resulted in 142% higher conversion rates
- Managed, contributed, and edited company-wide blog content that ranked for over 121 targeted keywords
- Wrote website copy, video scripts/outlines, and provided data-assisted creative direction on social platform assets and content on short deadlines
- Spearheaded the cultivation of the brand voice for launch of new division of the company

### CONTENT SPECIALIST

**Focus Camera | Apr 2018 - Feb 2019**

- Developed comprehensive content strategies that have achieved 30% higher rankings on Google
- Researched, wrote, and edited copy for wide variety of E-commerce products with an average CTR of over 10%
- Cultivated and wrote blog posts designed to integrate E-commerce content and achieve higher views

### CONTENT WRITER

**Postcreatives | Jan 2015 - Apr 2018**

- Wrote, edited and produced content for multiple platforms, including Internet and digital channels
- Researched, wrote, edited, and published comprehensive E-Book on Video Marketing
- Performed back-end search engine optimization of websites using WordPress content management system

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## EDUCATION

### PENN STATE UNIVERSITY

**Political Science Major | 2011 - 2015**