

Michele De Vincentis

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SUMMARY:

Passionate wordsmith with seven years of experience working as a copywriter/editor of web and print media publications. Resourceful multitasker and problem solver capable of managing simultaneous projects, providing excellent communications coverage to an educational institution of 3,300 students. Creatively inclined with exceptional communication and conceptualization skills.

WORK EXPERIENCE:

November 2009 - Present: Communications Assistant
Passaic County Technical Institute - Wayne, NJ

- Develops weekly press releases and website content for various PCTI events
- Assists in the creative design of brochures & newsletters
- Generates daily content for school display
- Photographs all in-house events to portray the PCTI story
- Coordinates & conducts interviews with staff & students for generation of content
- Fosters communications between Graphic Design and Printing teams
- Research, tests, and develops annual school themes
- Coordinator and liaison with Videography, Graphic Design, and Editorial teams when developing publications for special events
- Spearheads annual projects of developing submissions for Annual Report, Year in Review, Magna Award, Golden Medallion Award, and NJSPRA Award

May 2008 -August 2008: Creative Services Intern
WABC -TV - Manhattan, NY

- Attended daily news meetings
- Wrote promotional advertisements for the five o'clock news
- Collaborated with creative directors to assemble visual feed for promotions
- Recorded & ingested same day topical

June 2006 -June 2011 Cashier/Sales Associate
Bath & Body works - Wayne, NJ

- Assessed and met customer needs with product recommendations
- Managed stockroom work flow
- Participated in monthly "floor sets" to organize promotions and new product launches

EDUCATION:

Bachelor's Degree in English, Creative Writing at Montclair State University - Montclair, NJ

TECHNICAL SKILLS:

Copywriting, Editing, Proofreading, Creative Writing, Digital Photography, Photoshop, InDesign, Microsoft Office

REFERENCES:

Fernando Colon, Jr., Graphic Arts Instructor: Passaic County Technical Institute - 862 371 7909
Nicholas Hernandez, Owner: Time to Climb - 973 868 8774