



Nicholas Pisano

PROFILE SUMMARY

A versatile writer with experience across various industries, I excel in crafting engaging and informative content while optimizing rankings and increasing organic traffic. Collaborative work with industry experts has led to valuable partnerships and curated exclusive experiences, as well as insights into strategic marketing, and a data-driven approach that has yielded growth and stability. The ability to efficiently manage operations, meet stringent deadlines, and adapt to unique client requirements results in consistently error-free, impeccable content that enhances audience engagement and provides valuable insights.

CORE COMPETENCIES

- **Creating Engaging Content:** Proficiently generated, researched, and polished narratives and articles, resulting in increased online engagement and reader satisfaction.
- **Conducting Comprehensive Research:** Demonstrated a remarkable degree of self-reliance by conducting extensive research on various subjects, contributing to comprehensive insights.
- **Optimizing for SEO:** Leveraged advanced keyword research and analysis to develop SEO-focused content, leading to improved website rankings and increased organic traffic.
- **Collaborating and Partnering:** Actively engaged in cross-functional partnerships with editors and collaborated with renowned chefs and industry experts to curate exclusive culinary experiences.
- **Managing Operations Efficiently:** Managed leasing and maintenance activities for a portfolio of rental properties, oversaw advertising campaigns, and efficiently handled cash flow and financial resources for an e-commerce business.

WORK EXPERIENCE

Clever Real Estate - Data Writer

Feb 2024 – Present

- Wrote 3,000-5,000 word studies on topics including real estate, personal finance, geography, and more.
- Developed, crafted, and analyzed survey data to discover insights and trends.
- Edited and supervised freelance writers to support Clever's guest blogging PR strategy.
- Managed AP syndication program, ensuring Clever content was syndicated to hundreds of regional and special-interest news sites.

Freelance Writer

Jan 2021 – Present


- Engaged with a diverse clientele spanning industries such as food, solar energy, accounting, finance, travel nursing, and cannabis, customizing content solutions to address unique requirements.
- Produced an extensive array of content, ranging from succinct 350-word SEO-optimized location pages to in-depth guides covering off-grid home construction, highlighting proficiency in diverse content creation.

Static Media - Mashed.com Food Writer

March 2023 – Present

- Wrote, researched, and polished succinct food-themed narratives and articles, spanning a wide spectrum from compiling recipes to covering timely industry updates.
- Actively engaged in cross-functional partnerships with editors to ideate, produce, and refine multimedia companion pieces, aligning them seamlessly with written narratives to enhance overall content quality and audience engagement.
- Crafted engaging and informative culinary content for a diverse audience, offering unique perspectives on food trends, restaurant reviews, and cooking techniques, resulting in increased online engagement and reader satisfaction.

CONTACT

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 Tarpon Springs, FL

AREAS OF EXPERTISE

- Content Creation
- SEO Writing
- News Editing
- Audience Engagement
- Content Customization
- Research Skills
- Editing Skills
- Collaboration
- Content Solutions
- Customizing Content
- Diverse Content
- Content Production
- Tailored Content
- Content Solutions
- Client Relationships
- Content Expertise
- Content Proficiency
- E-commerce Management
- Data Analysis
- Marketing Strategy
- Financial Management

Hypewired - SEO Writer

July 2021 – Feb 2024

- Conducted extensive research with a specialized focus on analyzing real estate trends and dynamics in the United States and Canada, contributing to comprehensive market insights.
- Authored engaging, reader-centric articles, varying in length from 300 to 2000 words, while consistently meeting stringent publication deadlines and maintaining a conversational tone.
- Showcased an exceptional level of self-sufficiency and meticulousness, consistently producing flawless, error-free content with minimal need for supervision or editing.
- Leveraged advanced keyword research and analysis to develop SEO-focused content, optimizing website rankings and increasing organic traffic for clients in diverse industries.

RV Digital Strategy Agency - Content/SEO Writer

Feb 2021 – Apr 2023

- Developed high-quality, search engine optimized content across a range of subjects encompassing RVs, motorhomes, travel trailers, solar power, and lithium batteries, aligning content precisely with diverse client demands.
- Conducted extensive research on technical and travel-related topics, tailoring the content to meet the unique specifications of each client, ensuring utmost relevance and value.
- Assumed a critical role in the content production process by meticulously editing, proofreading, and fact-checking web materials, consistently ensuring they adhere to the prescribed tone and style.
- Crafted engaging and keyword-rich web content to improve organic search rankings and drive website traffic, demonstrating a deep understanding of SEO best practices and algorithms.

Magdieli Property Management

Jan 2019 – Dec 2020

Director of Operations

- Oversaw the efficient management of leasing and maintenance activities for a portfolio of approximately 100 rental homes and small multi-family properties, ensuring optimum operational performance.
- Effectively organized and scheduled maintenance personnel and external contractors to execute both planned preventative maintenance initiatives and promptly address tenant service requests, contributing to the longevity and quality of the properties.
- Spearheaded the tenant leasing process, overseeing rigorous applicant screening protocols, leading to consistently low vacancy rates and the placement of high-caliber tenants who added value to the properties.
- Managed essential support services catering to real estate sales clients, including website maintenance and the enhancement of images and videos, resulting in enhanced visual content and web functionality for an improved client experience.

WTOP Radio

Jun 2011 – Aug 2018

Evening News Editor/Assistant Editor/Afternoon Drive Writer

- Spearheaded editorial decision-making by curating news stories, coordinating guest appearances, and overseeing a team of reporters during evening and overnight shifts to ensure the delivery of high-quality, timely news content.
- Generated and managed the production of 5-7 hours of dynamic all-news radio programming on a daily basis, fostering a consistent and engaging broadcast experience for the audience.
- Demonstrated exceptional writing skills by composing and revising general interest news articles under stringent hourly deadlines, ensuring the dissemination of accurate and compelling information to the public.
- Conducted comprehensive research and authored live interviews spanning a broad spectrum of topics, encompassing local news, politics, economic developments, healthcare, and more, facilitating insightful and informative conversations for our audience.



EDUCATION

Bachelor of Arts in Journalism – American University - Washington, DC

Aug 2008 – May 2012