

CONTACT

Tarpon Springs, FL
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(908) 229-2035

SKILLS

WRITING & EDITORIAL

AP Style, SEO Strategy & Keyword Research, Content Strategy & Production, Fact-Checking & Copy Editing, Editorial Management, Broadcast Writing & Production

RESEARCH & DATA

Survey Design & Analysis, Data Analysis & Visualization, Real Estate Market Research

TOOLS & TECHNICAL

AI Tools (Claude, ChatGPT, Prompt Engineering), HTML/CSS/JavaScript, WordPress

COMMUNICATIONS & PR

PR Strategy & Media Relations, Content Syndication & Distribution, Property Management & Leasing

EDUCATION

BA in Journalism

American University
Washington, DC · 2008–2012

Nicholas Pisano

WRITER · CONTENT STRATEGIST · RESEARCHER

Writer and content strategist with 14+ years of experience spanning real estate research, broadcast journalism, content production, and property management. Produces original research, long-form editorial content, and data-driven studies on housing, personal finance, and consumer trends, with work cited in The New York Times, CNBC, HousingWire, and other national and international outlets. Manages content syndication, PR initiatives, and freelance teams while integrating AI tools into editorial workflows. Experienced in translating complex subjects into clear, audience-facing narratives across digital, print, and broadcast formats.

EXPERIENCE

Data Writer

Feb 2024 – Apr 2026

Clever Real Estate · Remote

- Produced **~15–20 original data-driven studies annually** on housing, personal finance, and consumer trends, combining proprietary survey data with public datasets to generate newsworthy insights.
- Authored long-form research reports (3,000–5,000 words) translating complex data into clear, media-ready narratives for broad audiences.
- Research cited in major national and international outlets including **The New York Times**, **CNBC**, and **HousingWire**, establishing the company as a trusted source on housing and personal finance.
- Individual studies generated **100+ backlinks** from high-authority publications (DR30+), driving widespread media pickup and organic reach.
- Designed and analyzed consumer surveys to uncover behavioral and market trends, informing editorial direction and PR strategy.
- Built interactive data visualizations (tables, charts, maps, calculators) for WordPress-based publications to support storytelling and improve user engagement.
- Managed AP syndication program, distributing research to hundreds of regional and special-interest outlets to expand reach and coverage.
- Edited and directed freelance writers supporting guest content and PR initiatives, ensuring consistency in voice, quality, and data accuracy.
- Conducted media interviews as a subject-matter resource on housing affordability and consumer finance.
- Integrated AI tools (Claude, ChatGPT) into research and editorial workflows to streamline data processing, drafting, and quality assurance.

Freelance Writer

Jan 2021 – Present

Self-Employed · Remote

- Produce content for clients across **real estate, solar energy, personal finance, travel nursing**, and other industries, adapting tone and depth to varied audiences.
- Deliver SEO-optimized content ranging from 350-word location pages to 5,000+ word guides on topics including off-grid construction and home buying.
- Create blog posts, landing pages, technical guides, and marketing copy, adjusting format and voice to each client's brand and audience.

Food Writer

Mar 2023 – Present

Static Media – Mashed.com · Remote

- Research, write, and edit food-industry content covering recipes, restaurant trends, and culinary techniques for a national digital audience.
- Collaborate with editorial teams to develop multimedia content packages that align written and visual storytelling.

SEO Writer

Jul 2021 – Feb 2024

Hypewired · Remote

- Researched and wrote 300–2,000-word articles on U.S. and Canadian real estate markets, contributing to client content strategies and organic traffic growth.
- Executed advanced keyword research and competitive analysis to optimize content for search performance across multiple client verticals.

Content/SEO Writer

Feb 2021 – Apr 2023

RV Digital Strategy Agency · Remote

- Created SEO content on RVs, solar power, and lithium battery technology, translating technical subjects into accessible, keyword-targeted articles.
- Edited, proofread, and fact-checked web content to maintain brand voice and technical accuracy across client sites.

Director of Operations

Jan 2019 – Dec 2020

Magdieli Property Management · Washington, DC

- Managed leasing, maintenance, and tenant relations for a portfolio of **approximately 100 rental homes** and small multifamily properties.
- Led tenant screening and lease execution processes, maintaining consistently low vacancy rates.
- Coordinated maintenance teams and contractors for preventative and responsive property upkeep.

Evening News Editor / Asst. Editor / Afternoon Drive Writer

WTOP Radio · Washington, DC

Jun 2011 – Aug 2018

- Directed editorial operations for evening and overnight broadcasts, curating stories, booking guests, and managing reporting staff for **5–7 hours of daily all-news programming**.
- Wrote and revised general-interest and breaking news copy under hourly deadlines for the **#1-rated all-news radio station** in the Washington, DC market.
- Researched and conducted live on-air interviews on local news, politics, economics, and public health.