

TONY VERDI

Omni-Channel Marketing Strategist | Senior Copywriter | Brand Storyteller

401.225.7800 | tony@tonyverdimedia.com | www.tonyverdimedia.com

SUMMARY

Talented writer and brand strategist with extensive experience developing high-impact B2C messaging across video, print, digital, and omni-channel campaigns. A proven creative lead with a deep understanding of consumer behavior, voice development, and cross-functional collaboration. I bring storytelling to life—writing with purpose, clarity, and emotional resonance that inspires action. Versatile across industries, comfortable owning the narrative from concept through post-production, and trusted to deliver results that build brands and drive growth. Plus, I bring 20+ years of hands-on experience leading day-to-day business operations.

CORE COMPETENCIES

- Conceptual Campaign Development
- Omni-Channel Content Strategy
- Print, Radio & In-Store Messaging
- Real Estate Marketing & Lead Generation
- AP Style | Chicago Manual
- TVC, Video & Scriptwriting
- Digital, Social & Email Copywriting
- Consumer Engagement & Lifestyle Marketing
- Vendor & Cross-Team Collaboration
- Integrated AI-assisted Solutions

PROFESSIONAL EXPERIENCE

Senior Copywriter, Marketing Strategist & Broker Associate Coldwell Banker Realty — East Greenwich, RI | 2011–Present

Lead brand messaging and content creation for one of Rhode Island's top-producing real estate teams. Spearhead integrated marketing campaigns across web, email, video, print, and social. Collaborate closely with graphic designers, printers, photographers, and third-party platforms. Known for translating strategy into compelling creative that moves the needle.

- Create and write multi-channel campaigns that support \$25M+ in team sales.
- Develop strategic housing market and listing content across video, email, and digital platforms—blending creative messaging with conversion-focused results.
- Oversee content and strategy for weekly team newsletter with 4,000+ subscribers, driving consistent engagement and subscriber growth.
- Launched personal brand, “The Signature of Trust,” in 2012, increasing referral engagement by 25%.
- Created content hub HomeCookingWithTonyVerdi.com, growing subscriber base to 1,300+ with an average newsletter open rate of 48% and CTR of 4.5%.
- Built a real estate mobile app, RHHomes, in partnership with Apple Developer to deepen client connections, offering on-demand access to listings, local services, and market insights—resulting in higher engagement and conversion rates. 92% monthly active user rate (650 users).
- Leverage analytics tools to monitor engagement, evaluate campaign effectiveness, and continuously improve messaging and strategy.
- Ranked in top 12% of over 100,000 Coldwell Banker agents worldwide due to marketing performance.

Owner & Brand Director

Thorpe's Fine Gifts, Stationery & Custom Printing — East Greenwich, RI | 2002–2011

Rebranded and revitalized a legacy retail store into a premier lifestyle destination. Led all copy and content across web, print, TV, radio, in-store signage, and email. Oversaw visual identity and campaign execution from idea to delivery.

- Drove \$8M in annual sales through curated retail offerings, customer experience innovation, and the Thorpe's Gold loyalty program—boosting retention to 65% and increasing average transaction value by 30% among members.
- Wrote, produced, and directed branded video and radio campaigns for media outlets.

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- Exclusive dealer of Crane, William Arthur, Vera Wang, and commercial vendors. Designed and printed custom invitations, personalized stationery, and business marketing collateral.
- Established Thorpe's as Rhode Island's largest dealer of premium collectibles and gift brands, including Department 56 Villages, WillowTree, Fontanini, Byers' Choice Carolers, and Snowbabies. Retailer of renowned names like Yankee Candle, A.T. Cross, Godiva, Lenox, American Greetings, Russell Stover, and Pandora.
- Developed in-store and digital merchandising strategies to spotlight high-demand collectibles and luxury gift lines, boosting sell-through rates and creating an elevated customer shopping experience.
- Created in-store team communications and training guides to ensure product fluency and exceptional service.
- Won "Best of RI Gift Store" from *RI Monthly* through standout brand evolution.

Marketing & Communications Lead

Verdi Productions — RI/NY | 2010–2013

Led brand messaging, media kits, and PR for film projects airing on Showtime, HBO, and Netflix. Wrote promotional copy, video scripts, and editorial content for press, premieres, and media rollouts.

- Developed voice and tone across trailers, website copy, and talent bios.
- Produced and managed special events and premieres, overseeing budgets, vendors, and teams to ensure flawless execution.
- Verdi Productions remains a family-owned company and is still active today.

EDUCATION & CREDENTIALS

B.S. Communications & Broadcast Journalism—Boston University

Executive Leadership Certificate—Bryant University

Certified in Content & Digital Marketing—HubSpot Academy

Certificate in Fundraising & Development—UC Davis

Better Business Bureau A+ Loyalty Score, 2017-2024

TECHNICAL SKILLS

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| • Microsoft Office Suite | • Canva, MailChimp, PicMonkey, Shutterstock |
| • Google Workspace, Ads & Analytics | • Flipsnack Digital Books |
| • Facebook Ads Manager & Meta Insights | • GoDaddy Website Development & Management |
| • YouTube Channel Management | • CRM Systems |
| • AI: ChatGPT, Gemini, CoPilot | • iMovie Production & Editing |
| • Adobe Creative Cloud | • SEO Best Practices |

COMMUNITY

Actively involved in several community and charitable organizations, including The Tomorrow Fund for Children with Cancer, Crossroads Rhode Island, Clothes for Kids Rhode Island, HomeRuns for Hope, and St. Jude Children's Research Hospital—supporting causes related to health, housing, and child welfare through volunteerism, advocacy, and fundraising.

PORTFOLIO

Learn more and explore campaigns and storytelling samples at tonyverdimedia.com.

