

TONY VERDI

401.225.7800 | tony@tonyverdimedia.com | tonyverdimedia.com

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PROFESSIONAL SUMMARY

Strategic Writer and Brand Storyteller with 25+ years of experience crafting compelling B2C and B2B messaging across omni-channel platforms. From revitalizing legacy retail brands to leading content strategy in real estate and media, I bring a deep understanding of voice, audience, and performance-driven content. Expert in writing copy that connects and converts—from integrated campaigns and video scripts to emails, social content, and print collateral. Adept at collaborating with designers, developers, and marketing teams to bring ideas to life and deliver consistent, impactful messaging.

CORE COMPETENCIES

Creative Copywriting • Omni-Channel Content Strategy • Campaign Development • Brand Voice & Messaging • Email & Social Media Content • Print & Digital Copy • Video Scriptwriting • Stakeholder Collaboration • Compliance-Aware Messaging • AP/Chicago Manual of Style • Strategic Storytelling • Community Engagement

PROFESSIONAL EXPERIENCE

Marketing Strategist & Broker Associate

Coldwell Banker Realty, East Greenwich, RI

2011 – Present

Lead messaging and marketing for one of Rhode Island's top-producing real estate teams. Develop and execute high-impact campaigns across digital, print, video, email, and social channels. Write all brand, listing, and promotional content. Collaborate with designers, printers, videographers, and third-party platforms to deliver cohesive, high-converting marketing strategies.

- Consistently ranked among the top 12% of 100,000+ Coldwell Banker agents globally.
- Maintain 80%+ referral rate through trusted brand presence and clear, compelling communication.
- Developed lifestyle content hub, HomeCookingWithTonyVerdi.com, generating 1,500+ subscribers and a 48% average open rate.

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Brand Owner

Thorpe's Fine Gifts & Stationery, East Greenwich, RI

2002 – 2011

Owned and rebranded legacy retail store into upscale gift and lifestyle destination. Wrote all promotional and in-store messaging, developed and executed omni-channel campaigns, and built lasting relationships with a diverse audience. Managed production across print, radio, TV, email, and events.

- Grew annual sales to \$8M+ with 18.5% average year-over-year growth.
- Negotiated exclusive brand partnerships and led marketing initiatives that earned *RI Monthly's* "Best of RI Gift Store" recognition.

Marketing & Communications Lead

Verdi Productions — RI/NY

2010 – 2013

Wrote and produced marketing and PR materials for media projects with networks including Showtime, HBO, and Netflix. Managed press materials, event collateral, and brand messaging for films and entertainment releases. Verdi Productions remains a family-owned company still active today.

EDUCATION & CERTIFICATIONS

B.S., Broadcast Journalism – Boston University

Leadership Certificate – Bryant University Executive Development Center

Digital & Content Marketing Certifications – HubSpot Academy

Fundraising & Development Certificate – UC Davis

COMMUNITY ENGAGEMENT

- Fundraiser & Volunteer: Crossroads Rhode Island
- Fundraiser & Volunteer: Clothes To Kids Rhode Island
- Volunteer & Gala Chair: The Tomorrow Fund for Children with Cancer
- Philanthropy Partner: St. Jude Children's Research Hospital