

## **Maria Francesca Ciampa**

Los Angeles, CA

**Objective:** To use my 19+ years of writing for business - case studies, press, copy, executive scripts, and more - to help grow business, working with a collaborative team that values communication and respect.

### **GLOBAL COMMUNICATIONS CONSULTANT, IYUNO Media Group, Burbank, CA - Nov. 2018 - March 2019**

Global localization/LSP that provides subtitles, dubbing, access services, and creative post-production.

- Interviewed executives and wrote the company story since 2002. Wove story in global marketing materials and initiatives.
- Deepened relationships with trade associations, conferences, and industry news entities, boosting IYUNO's reputation. Pitched stories to industry press, wrote and published 2 articles & 2 press releases within 3 months.
- Worked closely with the CEO and CMO to write speeches, letters to employees, clients and investors and town hall presentations. Specifically, I pitched, wrote and created all comms for corporate core values.
- Pitched and wrote the corporate values, as well as the CEO speech for internal and external values rollout.
- Wrote global template materials based on company story/brand/values, thus enhanced RFP marketing operations

### **SENIOR CONTENT WRITER, Pathmatics, Santa Monica, CA – Feb. 2018 - October 2018**

Pathmatics, a subsidiary of Nielsen, is a digital marketing intelligence platform that allows companies, brands, and agencies to see competitor digital ad strategies across social, video, display, and mobile.

**I planned and managed Pathmatics' content marketing strategy, and wrote industry reports and articles using Pathmatics data.**

- Wrote industry specific articles to help clients understand how the tool ROI: Used the Pathmatics tool for specific research, translated data into industry trends and narrative, and detailed my findings in the articles. Secondary research as needed.
- Wrote monthly and quarterly marketing reports: *Top Advertisers Reports*. Using Pathmatics data, I detailed brands' spending, impressions and behavior by platform: desktop, mobile, video, and social.

### **WRITER, Authentic Entertainment, Burbank, CA – Feb. 2017 - April 2019**

**I wrote and pitched original scripted content to producers, who pitched to networks.**

- Final stages with TruTV, Comedy Central, and more.
- Original titles included: *Overachievers* (trailer available), *Awkward Diaries of a Gen X*, *Time Traveling Feminists*, *90s Family Sitcom*

### **CONTENT CREATOR AND PRODUCER (Currently a Consultant), Women in Comedy Festival, Boston, MA – Jan. 2008- present**

Producing year long comedy events showcasing women and their allies using several distribution channels.

**I am a co-founder of the festival, and managed all PR, marketing and communications.**

- Wrote strategic content: blog, podcast, live event curation.
- Built partnerships with networks (HBO), artists, managers, and organizations (Amy Poehler's *Smart Girls*)
- Regularly engaged with various target audiences through multiple channels.

### **CASE WRITER, SDL, Los Angeles, CA – Aug. 2014 - Nov. 2017**

Global software/service LSP providing localization, machine translation, content management, and consulting.

**I pitched and wrote case studies, and optimized internal communications by implementing several initiatives**

- Wrote content for [sdl.com/customers](http://sdl.com/customers) after interviewing and working closely with C-levels, sales, and clients.
- Optimized product marketing team intel by conducting [multinational market research](#), & writing findings reports for C-levels
- Pitched, wrote content, and executed the "Ring The Bell" initiative, optimizing communications of wins.

### **WRITER AND COMMUNICATIONS SPECIALIST, Tapestry Networks, Waltham, MA – April 2010- Dec. 2012**

Boutique consultancy bringing together Fortune 500 industry leaders to facilitate industry discussions.

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I wrote "[North American Insights](#)", a report that served as marketing material for our client Ernst & Young.

- Engaged with client network of Fortune 500 board members, maintaining relationships and collaborating with them to identify relevant meeting topics.
- Primary research with Audit Committee Chairs of Fortune 500s, and secondary research on industry and government regulations.

**WRITER/ STRATEGY MANAGEMENT CONSULTANT, Chartic, Boston, MA – Nov. 2006- March 2010**

Boutique consultancy serving a variety of industries: healthcare, insurance, tech, media, and more.

- Wrote all materials related to A&U studies, market landscape, market assessment, product testing, concept testing, segmentation, IDIs with thought leaders, SMEs, focus group moderation.

**MARKET RESEARCH ASSOCIATE, Eidetics, Cambridge, MA – Dec. 2003- Sept. 2006**

- Assigned to 18-month, multiphase, global qualitative and quantitative project for global healthcare client.
- Wrote research materials from questionnaire design to final reports. Analyzed data and reported results on marketplace opportunity, brand message testing, global positioning, and price optimization.
- Conducted IDIs and moderated focus groups for challenging disease areas for patients to discuss.

**CASE WRITER, Harvard Business School, Cambridge, MA – Sept. 2001- Nov. 2003**

I wrote course case studies for Corporate Governance, Finance, and process change professors.

- Authored financial analyses (from large SEC datasets) in appendix of [Innovation Corrupted: The Origins and Legacy of Enron's Collapse](#) by Malcolm S. Salter, Professor Emeritus, Corporate Governance.
- Interviewed CEOs and other C-levels from Home Depot, Merck, Enron, and Goldman Sachs.
- Built a library of strategic financial analysis, completed on-site operations investigations.

**SKILLS:** All Social Media Platforms, Google Analytics, Google Ad Manager, Cision, Meltwater, BusinessWire, Hubspot, WordPress, HTML, Salesforce, Sage, Adobe, Campaign Monitor, Constant Contact, MailChimp, NPS, TechValidate, Final Draft, Final Cut Pro, Audacity, MS Office Suite, Office 365.

**EDUCATION:** SMITH COLLEGE BA, Economics, GPA 3.8

Groundlings Conservatory(LA), UCB (NY), ImprovAsylum (Boston), Grub Street Writing (Boston).

**INTERESTS:** Writing, Yoga, Meditation, Cooking, Beach, Hiking, Live Music, Dance.

**Writing Samples Available**