

NICHOLAS MANGO

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Summary

Versatile marketing and corporate copywriter with 15+ years’ demonstrated performance across multiple industries. Passionate storyteller and content strategist with proven record for delivering effective and brand-specific copy, untangling complex subject matter, and managing workflow to consistently meet multiple, high-priority deadlines.

Skills & Specialties

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| * SEO Content Development * Proficient Across Multiple Industries * Marketing & Corporate Communications * Benefit-Driven Print & Digital Messaging for B2B, B2C * Press Releases & Media * Published Book Author | * 5+ Years Agency Experience * Expert Problem Solver * Brand Steward & Innovator * Seniors Housing & Healthcare Specialist * Editing, Proofreading, & Review * Impassioned Collaborator & Teammate |

Experience

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| Discovery Senior Living | Bonita Springs, FL  Marketing/Corporate Copywriter  *05/2019 - Present* | * Own, uphold and elevate messaging for 100+ community, national, multi-branded portfolio, plus the Discovery enterprise and its corporate divisions and entities * Sole copy contributor for 26 industry, national and global award-winning works for excellence in marketing and copywriting since 2019 * Author *Connection* newsletter, the company's award-winning, team-member-facing, quarterly publication, and *Times of Discovery*, a full-length, editorially focused magazine * Defined and implemented hyperlocal messaging strategy using self-directed market/consumer research to customize brand and community copy according to key competitive, cultural, and socioeconomic factors * Designed and deployed fresh editorial process fostering collaboration and cross-functional alignment, improving efficiency and lead times, and optimizing quality and overall workflow * Develop and distribute corporate press releases, leveraging a national network of media contacts to maximize coverage, maintain steady media presence, and create executive branding opportunities * Partner with corporate leaders to author C-suite-level corporate communications and executive-branded content * Originated the name and brand story for SummerHouse, a new, regional brand launched by the company (2021), in addition to naming various, new, branded lifestyle programs and initiatives * Key contributor to campaign concept design and multimedia content strategy, and collaborate closely with Artists and Creative Director, Marketing Managers and Social Media Specialists while executing high-priority, copy-driven projects for print and digital media * Provide copy to foremost seniors housing industry associations and Seniors Housing Political Action Committee (PAC) to support ongoing, industry-wide advocacy and educational initiatives |

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| FT Freelance/Contract Work | Sarasota, FL  Copywriter, Editor, Marketing Consultant & Published Author  *07/2012 - 01/2019* | **Content Creation & Publication**   * Originated SEO-driven content for industries including healthcare, home services, high-end travel, investment advisory and education, manufacturing, active trading and finance, and others * Conceptualized and developed long-form content for assets including special reports, white papers, eBooks, video scripts, ads, etc. * Strategically presented often-complex medical, financial, and/or technical subject matter in clear and relatable forms through use of research, content delivery, and writing structure * Authored SEO articles and presented webinars for OTAcademy.com, educating consumers on a range of personal-finance-related topics * Interviewed CEOs, corporate influencers, and subject matter experts to promote executive branding and brand storytelling initiatives * Co-author, *Traders at Work: How the World's Most Successful Traders Make Their Living in the Markets*, (Apress Publishing, January 2013)   **Marketing Agency Work**   * Worked alongside agency executives, technology, and creative teams to execute client projects, everything from content marketing and social media programs to full-scale brand launches and website redesigns * Produced customized, benefit-driven sales and marketing copy for B2B/B2C client e-mail campaigns, brochures and printed assets, press releases, website landing pages, social media outlets, sales presentations, etc. * Authored marketing-focused blog posts for multiple agency websites to establish subject matter expertise and further the agencies' own inbound marketing objectives |

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| MoneyShow.com | Sarasota, FL  Content Manager  *11/2005 - 07/2012* | * Wrote all marketing copy for MoneyShow.com's digital and print promotions, with total, annual circulation exceeding 25 million unique users * Grew site membership by over 20,000 users, meaningfully increased average length of stay, and helped surpass major performance milestones through syndication, editorial strategy, and evidence-based design and functionality improvements * Launched the company's first-ever live webinars, as well as a traveling, TV-quality video studio, in total producing and publishing thousands of hours of original video content over a multi-year span * Managed daily inflow, editing, and implementation of new article and video content across various site sections, ensuring variety, accuracy, and relevance to news and market conditions * Cultivated relationships with press and financial media personnel to facilitate syndication and expand MoneyShow.com's online profile across major outlets including Forbes, MSN Money, Investopedia, and others |

Education and Training

Gardner-Webb University | Boiling Springs, NC

Bachelor of Science in Business Administration

*08/1999 - 01/2004*

* GPA: 3.82
* Marketing Minor
* Graduates in Executive Management (GEM) Program Certificate: One-third of all business coursework taught and closely mentored by corporate CEO/COO or Superior Court Judge