

Leah Christine Pogliano

1318 N. Cleaver St., Chicago, IL 60642

E: leahpogliano@gmail.com

C: 312-593-0197

QUALIFICATIONS:

- Experience in Marketing Agency environment—worked directly with fortune 500 clients and non-profits
- Proficient on Mac and PC in Microsoft Office Suite, familiar with Adobe Photoshop Suite
- Basic knowledge of HTML, SEO and Google Analytics
- Personally ingrained in social media, including social and professional networking sites and blogging

FREELANCE

June 2008 – Present

Heroes at Home Radio: Complete website rewrite and reorganization, art direction, branding and logo development, and social media consultation for podcast featuring single-parent success stories

ENRG Fitness Chicago: Website copywriting, branding, tone development, social media consultation and PR for new fitness company in Chicago

PenPal Notes: Copywriting for traditional sales and marketing collateral, PR, social media setup and consultation, and final series editing for new children's learning product; responsible for acquiring first account in premier Chicago hospital market

PROFESSIONAL DEVELOPMENT:

Pepper Global, Chicago, IL

Feb 2007 – April 2009

Copywriter at an integrated B2B marketing and advertising agency with global presence

- Lead a team responsible for creating an online presence for Pepper Global by boosting SEO and initiating a social media plan
- Brainstormed, developed and wrote copy for full-scale marketing campaigns, including direct mail, email, landing pages, micro-sites, launch kits, video scripts and e-newsletters
- Managed quality assurance as final proofreader
- Pitched, wrote and edited articles for HP Technology at Work (TAW), an e-newsletter geared towards business professionals with a circulation of 6 million readers worldwide
- Created content, headers and teasers for monthly e-newsletters, including Product Specific editions of TAW, Oracle and Microsoft SLMS

Facets Multi-Media, Chicago, IL

May 2006 – Aug 2006

Intern at independently owned, non-profit media arts organization and film label

- Wrote direct mail and sell sheets promoting films released under the Facets film label
- Proofread and edited internet-based news articles and 500 page DVD catalog
- Before release of a film, performed movie chapterization, subtitle screening and film quality assurance
- Researched movie databases to aid in director biographies and copy for DVD jewel cases

Baker's Shoes, Chicago, IL

Nov 2004 – Aug 2006

Sales Associate in fast-paced retail environment in downtown Chicago

- Performed general sales associate duties, including tailoring a purchase to a customer's specific needs, over the phone or in person, and pushing special promotions daily
- Consistently achieved recognition among top regional sellers

Buy the Book!, Morris, IL

June 2002 – Sept 2004

Assistant store manager for independent, family-operated bookstore

- Created custom advertisements for in-store events and promotions and purchased media placement
- Organized, promoted, and oversaw monthly book club, in-store contests, weekly chess club and other children's reading and artistic activities
- Performed managerial duties, including inventory update via inventory software, accounting and payroll duties, returns and special book orders
- Designed, displayed and marketed custom, book-themed gift baskets

EDUCATION

Columbia College Chicago

Graduation date: 2006

Bachelor's Degree: Marketing communications with a concentration in advertising copywriting