

**Rebecca Melnitsky**  
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**Brand and social media copywriter with expertise in creating website content, social media posts, blogs, emails, and copy of all shapes and sizes.**

## **EXPERIENCE**

### **Publishers Clearing House**

#### **Copywriter**

*September 2019 – January 2023*

- Brainstormed, developed and wrote content for Publishers Clearing House social media accounts, reaching an audience of more than 4.3 million.
- Worked with social media team to develop strategy, concepts and final product for Facebook games, brand responses, audience engagement content, blogs, and more.

### **Sensitek**

#### **Copywriter**

*May 2019 – August 2019*

- Wrote, edited and proofread content for T-Mobile Master Agent, including company website, blogs, social media and catalogues.
- Developed, created and wrote new content for redesigned company website.

### **Northwell Health Foundation**

#### **Digital Content Coordinator**

*April 2018 – December 2018*

- Wrote and edited social media posts, web and publication articles.
- Planned strategy for web and social.
- Organized and edited stories, photos and more than 1,000 factoids for new website.
- Sorted information into searchable databases on Airtable.

### **Farmland Fresh Dairies**

#### **Social Media Marketing Intern**

*August 2017 – March 2018*

- Brainstormed, researched, wrote and edited social media content on Facebook, Instagram, Twitter, and LinkedIn, as well as company emails and other communications for large dairy company.
- Researched and evaluated SEO data for company website.

### **AAA Northeast**

#### **Media Marketing Associate**

*September 2016 – March 2017*

- Brainstormed and wrote posts for AAA Northeast Blog on various topics including travel health, insurance and lifestyles.
- Optimized posts for SEO, checked links on blog posts; selected and edited photos.
- Wrote content for social media, and researched SEO keywords for best search rankings.

### **Long Island Herald**

#### **Staff Reporter**

*June 2014 – August 2016*

- Wrote and edited local stories and breaking news for Rockville Centre, Oceanside, and Island Park.
- Maintained, updated and laid out calendar page; took photographs; assigned photographers.
- Uploaded and organized stories on website and social media.
- Covered meetings of local importance including Town Hall and Board of Education.

### **Albany Times Union**

#### **Interactive Media Intern**

*January 2014 – May 2014*

- Managed reader blogs and approved photos, and redesigned blog headers.
- Wrote posts for “This is College!?” blog, and took photos for “Were You Seen” galleries.
- Organized reader survey for “Best of the Capital Region” poll

**Long Island Press****Intern***May 2013 – August 2013*

- Wrote articles on news items in Long Island area, including “Sound Smart At A Party” column
- Researched and aggregated databases for relevant material for major stories

**Albany Times Union’s Capitol Confidential Blog****Intern***January 2012 – May 2012*

- Tweeted news from the NY State Senate floor and covered press conferences for blog.
- Wrote investigative story on congressional lobbying of state legislature.

**EDUCATION****University at Albany, SUNY***2014*

B.A. with Honors in Journalism, Summa Cum Laude

Minors in Film Studies, Psychology, and Sociology

**Honors College, Presidential Scholarship, Chapter President of Society of Professional Journalists Overall GPA of 3.83 / Major GPA of 3.82****SKILLS**

Reporting, News Writing, Proofreading, Editing, Database Management, Social Media, AP Style, Email Blasts, Blogs, Copy

**TECHNICAL EXPERTISE**

Word, PowerPoint, Excel, HTML, CSS, WordPress, SurveyMonkey, MerlinOne, Google Maps, Web Content Management, Photoshop, InDesign, iMovie, SEO, SEMrush, Airtable, Spredfast/Khoros, Drupal, Figma, Emojis, InMotionNow