

FABIO CAPARELLI

SENIOR COPYWRITER

516.426.6249

fcap8987@gmail.com

Fishkill, NY

[linkedin.com/in/fabiocaparelli/](https://www.linkedin.com/in/fabiocaparelli/)

PROFILE

11+ years of copywriting, editing, and proofing in marketing and advertising. B2B and B2C writing, letters, commercials, direct mail, blogs, video, radio, emails, social media, tagline and headline writing, pitch decks, and brand development.

SKILLS

- Copywriting
- Copyediting
- Adobe InDesign
- Advertising
- Marketing
- Direct Mail
- Commercials/Video
- Landing Page Copy
- Social Media
- CMS
- Creative Direction/
Strategy
- Brand Guideline/
Strategy

EDUCATION

SUNY NEW PALTZ

Bachelor's 2009

QUEENS COLLEGE

Master's 2011

EXPERIENCE

SALIENT MG

Senior Content Writer 2023-2024

Responsible for creating, managing, and publishing content for a portfolio of B2B companies including long-form data and research-driven reports, webpage copy, blogs, newsletters, landing pages, social media, and paid search.

LOEB ENTERPRISES

Senior Copywriter 2016-2023

Responsible for the daily creation of marketing materials for 20+ clients, including direct mail, social media, drip emails, website/landing page copy for all of the Loeb portfolio brands in an eclectic client base - including SingleCare, Firstleaf, SiO, Steady, Fetch, Thnks, Orthosnap, Nunbelievable, Mercato, Coasters, ACE Comics, and many more.

LOVINGLY

Senior Copywriter 2018-2019

Responsible for the daily creation of marketing materials including, but not limited to: blogs, social media posts, drip emails, sales emails, website copy, sales decks, direct mail, handouts, flyers, and more.

TRUST PILOT

Copywriter 2015-2016

Responsible for creating compelling digital content. (Case studies, emails, blogs, eGuides, Banner Ads, Google AdWords, Facebook Ads)

ENTER:MARKETING

Copywriter 2012-2015

Responsible for writing compelling content to drive new leads for our IT clients including Citrix, VmWare, Cisco, Verizon.