


JONATHAN VILARDI

CONTACT

 (561) 715-6109
 jonvilardi@gmail.com
 Boynton Beach, FL
 [linkedin.com/in/jonathanvilardi](https://www.linkedin.com/in/jonathanvilardi)
 jonvilardi.com

SKILLS

- Content Writing
- Proofreading & Editing
- Graphic Design
- WordPress
- HTML & CSS
- Video Editing
- Audio Production
- Photography
- Microsoft Office & Adobe CC

EDUCATION

UNIVERSITY OF MIAMI

Bachelor of Science
Communication Studies
Summa Cum Laude
2014 - 2017

PROFILE

Creatively driven, versatile content writer and entertainment journalist focused on crafting impactful, resonant messages. My goal is to apply everything that I've learned about engaging audiences through excellent content creation and strong marketing practices to my role as a part of a team with a great story worth sharing.

WORK EXPERIENCE

CONTENT WRITER

Freelance | MAY 2019 - PRESENT

Create blog articles, landing pages, marketing emails, social media posts, electronic press kit materials, and other forms of print and digital content geared toward reader engagement. Collaborate with a diverse range of clients to refine and focus brand messages into successful marketing efforts.

ENTERTAINMENT JOURNALIST

Freelance | AUGUST 2016 - PRESENT

Plan, write, and edit music reviews, artist interviews, and local arts stories for prominent music blogs such as *Sodwee*, *HighClouds*, *EARMILK*, and *A Nation of Billions*, as well as the University of Miami newspaper, *The Miami Hurricane*. Focus on producing clean and expressive copy consistent with publications' individual tones and style guidelines.

DATA ENTRY SUPERVISOR

Best Life Herbals | JULY 2018 - JULY 2019

Maximized returns on digital and mail-order sales campaigns by managing an efficient order fulfillment team, maintaining excellent customer service practices, and identifying new marketing strategies for upcoming advertising materials and product lines.

MARKETING ASSISTANT

Don Law Golf Academy | JUNE 2017 - JULY 2018

Coordinated marketing efforts, created advertising materials, and secured donations for special events, golf education programs, and pro shop merchandising promotions. Worked directly with the Director of Marketing for a nationally recognized instructional enterprise.

A&R REPRESENTATIVE

'Cane Records | AUGUST 2015 - JULY 2016

Interacted one-on-one with artists signed to the University of Miami's record label to build and improve their brands, social media presences, and promotional materials. Planned, marketed, and executed major live events, such as album release parties and live music showcases.

PRODUCTION INTERN

Ill Points Music Festival | FALL 2015

Worked with audio and lighting production crews to construct stage lighting rigs, configure audio systems, and make set changes between performances at a major Miami music and arts festival. Accommodated needs of performers and other VIP's.