

CHARLES POLADIAN

EDITOR. COPYWRITER. JOURNALIST

PROFILE

About Me

Versatile writer with strong SEO skills. Storyteller capable of delivering engaging narratives across various subjects. Expertise in tech, gaming and branded content. Years of experience across all levels of the newsroom and subject matter. Strong ability to handle staff, daily deadlines and long-term editorial goals. Expert knowledge in all areas of digital media.

TECHNICAL SKILLS	EDUCATION	EXPERTISE
CMS _____	BACHELOR OF ARTS State University of New York at Oswego 2003 - 2007 CUM LAUDE, MCNAIR SCHOLAR AND HONORS PROGRAM	SEO
WORDPRESS _____		Long-Form Branded Content
HTML _____		Driving Traffic Trending Content Digital Photography

PRESENT

BLOG EDITOR / Canary

Development of content strategy and editorial calendar.
Creation of articles highlighting current campaigns, product updates and marketing efforts.
Promotion of Canary as a thought leader in the security space.

JULY 2016

EDITOR International Business Times

from Oct 2012

Consistently delivered hundreds of thousands of unique visitors a month.
Developed strategic plan to drive social traffic using expert knowledge in SEO and features.
Launch and development of new sections with an original voice and editorial strategy.
Lead traffic driving initiative to new sections throughout position advancement. Previously served as editor for trending topics, Weekend & Breaking News. Prior responsibilities included copy editing & front page management.

OCT 2012

REPORTER/ COPY EDITOR Medical Daily

from May 2012

Oversaw site's daily output from all reporters.
Copy edited and published all articles written produced by staff.
Managed daily deadlines.
Improved traffic by implementing new SEO practices and strategy.

May 2012

REPORTER/ COPY EDITOR Daily Rx

from Oct 2011

Daily article production and management of designated section.
Conducted interviews with medical experts.

FREELANCE

from July 2016

COPYWRITER / Skyword

Clients - MasterCard, Speed Stick, Northrop Grumman

Development of articles based on client briefs and through pitched ideas.
Engage target audiences based on client needs using a specific brand voice.
Target audiences included millennial males, engaged shoppers and the scientifically curious.

from July 2016

JOURNALIST/ Mashable, Passcode

from Aug 2015

COPYWRITER / PARTNER Dos Osos

Develop social strategies for small businesses to reach a broad audience.
Strengthen brand social presence by providing analysis of hashtags and trending topics.
Write SEO-driven copy to aid growing clients social following and reach.

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