

CHARLES POLADIAN

EDITOR. COPYWRITER. JOURNALIST

PROFILE

About Me

Versatile writer with strong **SEO skills** to drive traffic. Storyteller capable of delivering engaging narratives through **long-form branded content**. Expertise in tech, gaming, and **trending content**. Years of experience across all levels of digital media and subject matter. Strong ability to manage staff, daily deadlines, and long-term editorial goals. Creative thinker with a keen understanding of **content strategy**.

FEB 2018

CONTENT STRATEGIST & MANAGER / Gro Intelligence

from Jan 2017

Spearheaded and managed content across all platforms.
Developed content for Web, Social, Blog Posts, Marketing, and research-driven Insights.
Implemented a new content strategy highlighting Gro Intelligence's mission in a way that was accessible and actionable across a broad audience.

NOV 2016

BLOG EDITOR / Canary

from Aug 2016

Established an editorial calendar and content strategy to create more structure to Canary's Blog.
Created 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.
Identified key trends to drive social traffic using expert knowledge in SEO and written features.
Launched and developed new sections each with an original voice and editorial strategy.
Led traffic driving initiatives 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.
Managed daily deadlines.
Improved traffic by implementing new SEO practices and strategy.

FREELANCE

from July 2016

COPYWRITER / Skyword

Clients - MasterCard, Speed Stick, Northrop Grumman

Develop 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.

EDUCATION BACHELOR OF ARTS

State University of New York at Oswego | 2003 - 2007
CUM LAUDE, MCNAIR SCHOLAR AND HONORS PROGRAM

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