

RICHARD ANDREOLI
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EDUCATION: **Graduate, Magna Cum Laude, University of California at Los Angeles;**
Los Angeles, CA. Majored in English Literature with a Creative Writing emphasis.

Director of Content

Content.ad, Irvine, CA

May 2012 - present

Reported to Jonathan Markiles, Chief Executive Officer

- Conceptualized, developed and launched three brand websites:
First to Know (July 2012), Knoworthy (January 2013), and TopKit (August 2013)
- Led the creative website relaunch of SuperFoodsRx (2015)
- Oversee a team of six, as well as numerous freelance contributors
- Managed daily editorial schedules for all company websites.
- Develop native advertising campaigns for direct response clients
- Managed numerous A/B testing campaigns for advertisers to increase revenue and traffic
- Created social media strategies for Twitter, Facebook, and Pinterest

Editor-in-Chief

Here! Media, Los Angeles, CA

January 2010 – May 2012

Reported to Stephen Macias, Executive Vice President & General Manager

- Led the editorial voice and design for Gay.net and Gay.com
- Managed three editors to increase site traffic numbers and execute advertiser campaigns
- Worked alongside sales team to develop marketing programs for advertisers
- Conceptualize integrated native advertising campaigns that could run across media platforms
- Account management for Mattel, Skyy Spirits, Braun CruZer, Virgin Mobile, Macy's, Listerine, Gilead Pharmaceuticals and more
- Created custom and sustainable content via editorial hubs, videos and social media platforms Twitter, Facebook, Pinterest, Tumblr, etc.

Senior Digital Editor

Here! Media, Los Angeles, CA

July 2009 – June 2010

Reported to Stephen Macias, Executive Vice President & General Manager

Assisted individual site editors to develop online properties OUT, Advocate, Gay.com, SheWired, HIV-Plus, and MPowrPlus.

- Daily article assignments and execution
- A/B testing newsletter content
- Producing original web videos
- Coordinated internal/external marketing, social network marketing, SEO, SEM, and special events
- Managing site budgets

Senior Copy Editor

MyLife.com, Los Angeles, CA

September 2008 – July 2009

Reported to Larry Baird, Director of Marketing

- Crafted public-facing brand identity and messaging for people search website
- Created all web page content
- Wrote and html coded weekly email newsletters
- A/B testing of subject lines, newsletter click-through rates, and premium upsells

Marketing Copy Editor

Paramount Pictures, Hollywood, CA

January 2000 – November 2008

Feature Films and Domestic Television departments

- Created press kits, movie publicity summaries, cast and credits, loglines and highlight listings for marketing, advertising and promotions.

Content Editor and Producer

Story Worldwide, Seattle, WA

January 2007 – December 2007

Reported to David Betz, Creative Director

- Wrote original web and print content for corporate content provider
- Produced a three-part travel video for Lexus automotive
- Created travel guide content for time-share property clients

Editor

Metrosource Publishing Inc.

September 2004 – June 2010

Reported to Paul Hagan, Editor in Chief

- Created Los Angeles Restaurant Bites and Bar Source sections
- Wrote original editorial content and interviews
- Created advertorials in travel and leisure categories

Editor

Comic-Con International Update

(June 2004 – June 2006)

Reported to David Glanzer, Director of Marketing and Public Relations

- Developed and executed 48-page, internationally distributed, all-ages publication devoted to marketing and promoting the largest pop culture convention in the United States.
- Oversaw convention special events
- Coordinated with outside companies such as Lucasfilm Ltd. for the *Star Wars* Anniversary celebration

WRITING CREDITS

SCREENWRITING: *American Heiress* (MyNetworkTV) –Premiered March 2007

Facilitated story development and wrote numerous episodes for short dramatic series.

Fashion House (MyNetworkTV) – September - December 2006

Facilitated story development and wrote numerous episodes for short dramatic series.
Also wrote and produced original web content for MyNetwork TV's website launch.