

January 18<sup>th</sup>, 2023

# Christian Bianchi

[c.d.bianchi@outlook.com](mailto:c.d.bianchi@outlook.com) • (585) 329-5756 • Rochester, NY

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## SUMMARY OF QUALIFICATIONS

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I am a multimedia content writer with an emphasis on storytelling and inspiring audiences to seek more from their media. Expertise includes:

- 5 years of experience writing and editing for entertainment, esports, and clean transportation industries.
- Devised social media and writing material to promote brand growth.
- Synergized with social media to craft engaging media experiences for target audiences.

## WORK EXPERIENCE

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### Marketing Coordinator

January 2022 – December 2022

Moser Services Group, LLC. | Rush, NY

- Initiated and cultivated direct-to-CEO relationship. Executed social media revamp of blog posts.
- Successfully drove new clients to digital storefront; boosted site traffic by 21%.

### Associate Director

November 2021 – January 2023

Greater Rochester Clean Cities | Remote Online

- Crafted and overhauled email marketing campaigns as well as social media platform presence.
- Organized contact lists and databases of stakeholders, driving award-winning event attendance for 2022.

## EDUCATION

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### Bachelor of Fine Arts in Creative Writing and Entertainment

July 2018

Full Sail University | Winter Park, FL

Concentrations: Scriptwriting, prose, game writing and storytelling, literature genre.

### Associate of Applied Science in Visual Communications and Graphic Design

May 2014

Monroe Community College | Rochester, NY

Concentrations: Graphic editing, sequential arts, modern commercial design.

### Certifications

November 2020 – present

Introduction to Social Media Strategy, Alex McDowell: World Building and Narrative, User Experience for Web Design, Learning to Write Marketing Copy, Planning a Career in User Experience

### University Studies

Digital Media and Animation | Alfred State University | Alfred, NY

September 2014 – May 2015

Print Media | Rochester Institute of Technology | Rochester, NY

September 2011 – March 2012

## SKILLS & INTERESTS

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**Soft Skills:** Critical thinker, Punctual, Event organizer, Confident speaker, Active listener, Creative problem solver, Flexible learner.

**Skills:** Email marketing, Content writing/editing, social media management and fluent CMS usage, news writing, proofreading, journalism and press management.

## REFERENCES

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### Brad Boice

Record keeping operations associate | (631) 560-1003

### Judy Pribe

Global Business & Marketing Executive | (585) 301-6503