

ERIN NICOLE CELLETTI
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WRITING EXPERIENCE

2015-Current

Freelance Copywriter (outlets: The Everymom, The Everygirl, Sunday Edit, BRIDES, Teen Vogue, Allure, TODAY Parents, and more)

- Pitch unique article ideas monthly
- Contribute 20+ articles monthly and over 700 pieces (and counting) on beauty, lifestyle, health, parenting, style, astrology, advice and more
- Identify and interview experts

2019-Current:

Branded Content Copywriter (Chewy, Bustle, Scarymommy, Romper)

- Create and brainstorm concepts for sponsored content
- Photograph and edit quality user generated content within brand goals and guidelines
- Draft engaging review and roundup content aligned with campaign goals and brand voice

2019-Current:

Contract Copywriter – Aquent (L'Oréal Luxe Divisions)

- Create and produce PDPs, PLPs, SEO focused blogs and meta data copy for IT Cosmetics, Valentino, Armani Beauty, YSL Beauty
- Pitch fresh content based on SEO research and trends forecasting
- Improve and optimize metadata

2012-Current:

Professional Copywriter and Ghost Writer

- Maintain professional websites with specialized content for private clients and small businesses
- Pitch fresh content and write timely, SEO focused posts
- Successfully increase site traffic and user engagement

TEACHING AND ADMINISTRATION EXPERIENCE

Integration Charter Schools, Staten Island, NY

2017- Current: *Director of Strategic Initiatives and Communications*

- Create and curate timely and engaging content for four school websites and social media accounts
- Co-led the charter renewal process simultaneously for two schools leading to two full term renewal recommendations
- Head writer on charter renewal applications and grants
- Compliance monitoring
- Successfully wrote an original approved charter application to New York State
- Speak with and engage members of the media
- Supervise communications team

2016-2017 *Grade Leader & Special Education, ELA & Orton Gillingham teacher, Grade 6 Inclusive classroom*

- Provide dynamic, differentiated and common core aligned instruction as well as use data to deliver data driven instruction in middle school ELA as well as High School writing courses
- Collaboratively write and plan grade wide instructional curriculum
- Lead writer on a 2018-2019 Charter Proposal for New York State Education Department
- Certified Danielson observer for teacher evaluation
- Facilitate and lead numerous professional development workshops
- Oversee 25 staff members and 120 students; Respond to the needs and concerns of 6th grade colleagues and serve as a liaison between the classroom and administration
- Implement discipline code, hold suspension meetings and behavioral interventions
- Attend and participate in many workshops and seminars related to educational strategies and skills
- Ranked as a “Highly Effective” teacher as determined by the Danielson and NYC DOE teacher rating systems

2013-2016: *Grade Leader & Special Education, ELA & Orton Gillingham teacher, Grade 7 & 8 Inclusive classroom*

2012-2013: *Special Education, ELA, Social Studies & Orton Gillingham teacher, Grade 6 Inclusive classroom*

Touro College, New York, NY

2014-2015, Adjunct Professor:

- Effectively and engagingly teach College Writing 1 to adult students aligned to self-created syllabus
- Provide meaningful instruction and feedback to students to enable them to show growth and improvement in writing

Quinnipiac University, Hamden, CT

2010-2012, Features Editor: The Quinnipiac Chronicle

- Brainstorm, assign and edit all articles appearing within the Features Beat
- Write feature articles weekly
- Work with the Communications Staff on producing and distributing a quality school newspaper
- Transition the paper to digital

VOLUNTEER WORK

2022-Current

Member, Hoboken Early Childhood Advisory Council (HECAC)

EDUCATION

Wagner College, Staten Island, NY

Master of Science in Education – Educational Leadership, August 2015

St. John’s University, Staten Island, NY

Master of Science in Education – Elementary & Special Education, January 2012

Quinnipiac University, Hamden, CT

Bachelor of Arts – Journalism, May 2009

