

# Gemma Amato

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## SUMMARY

- Creative professional with 15+ years' experience writing for industries from education and healthcare to energy and film.
- Expertise in writing, editing, brand building, video production, web content development, social media management, and education.
- Master's in Mass Communication, Bachelor's in Psychology.

## EXPERIENCE

**Owner-Operator, Supercomfs® (Freelance Writing Services)** **2013-Present**

### HIGHLIGHTED FREELANCE PROJECTS:

**Realty Right, Houston, TX** **7/2020**

- Directed, filmed, edited, and produced 3-minute real estate property listing video for Houston-area realtor.

**Fiction Editing, Dubai, United Arab Emirates** **3/2020**

- Edited author Dr. Ladmari Toledo Hoeppler's children's book, *My name is Ali. What is your name?*.

**Trillium Small Group Experiences, Glendale, OH** **10/2018**

- Built brand for new spiritual wellness center.
- Brand development deliverables included: company name generation, taglines, mission and vision statements, website copy, focus group materials, team member bios, and job descriptions.

**Dubai Down Syndrome Centre, Dubai, United Arab Emirates** **8/2018**

- Edited website content for English grammar, style, and flow.

**Fiction Editing, Russell County, OH** **10/2017**

- Edited author Christie Wethington's 365-page manuscript, *PAST, PRESENT, PERFECT PICKLE*.

**Wade & Company, LLP, Houston, TX** **1/2016**

- Rewrote and edited content for tax/accounting firm's website.
- Content areas included: company information, financial guides, and professional bios.

**Global Instrumentation Services, Houston, TX** **2013-Present**

- Directed, filmed, edited, and produced six 5-25-minute calibration demonstration videos for company's virtual internal audit by accrediting organization ANAB (2020).
- Developed initial web content for leading plastics calibration company, and continue to provide updated content as needed.
- Created effective, multimedia advertising campaigns.
- Increased brand awareness and sales through management of corporate tradeshows.
- Ongoing maintenance of client asset management database and engagement with customers.

**Proud Pony International, Houston, TX** **2015-2017**

- Curated archival video footage to be included in award-winning, documentary film, *The Trouble With Ray*.
- Developed content and managed social media for film's successful 30-day, \$50K Kickstarter fundraiser.
- Wrote and edited logline, synopsis, and other content for film's promotional website.
- Edited grant proposals.

**Houston Museum District Association, Houston, TX** **2014-2016**

- As Website Content Editor/Manager, maintained non-profit's WordPress site by culling, editing, formatting, and posting monthly events for Museum District's 19 museums.

**Imaging Insight, LLC, Houston, TX** **2014-2015**

- Researched, wrote, and edited website content for 3-D medical imaging technology startup.
- Extended brand awareness by researching, writing, designing, and publishing company's monthly Constant Contact newsletter.

**National Surgical Assistant Association, Washington, DC**

**11/2014**

- Streamlined member communications by writing and editing conference brochure and web pages.
- Aligned branded communications through redesign of Constant Contact newsletter templates.

**Oil Online, Houston, TX**

**4/2014**

- Increased company's applicant profile/membership pool by developing concepts and copy for online and print advertising promotions.

**FULL-TIME/CORPORATE EXPERIENCE:**

**Admissions Director, Key Access Institute, LLC, Houston, TX**

**2010-2013**

- Established and led Admissions Department of surgical assistant school.
- Jointly responsible for application and approval of school by Texas Workforce Commission (TWC).
- Managed Admissions Department employees.
- Maintained TWC-compliant student records.
- Counseled students on career and educational pathways.
- Managed application, enrollment, and orientation processes.
- Planned and managed total logistics of on and off-campus student events, seminars, and classes.
- Wrote all internal/external communications, website, and multimedia marketing materials related to school, student care, and recruitment.
- Collaborated with educators and IT staff to develop both online and printed classroom materials.

**Senior Copywriter, Bernard Hodes Group, Houston, TX**

**2001-2008 (Freelance 2008-2010)**

- Responsible for brand building, creative concepting, and writing of award winning, effective, multimedia recruitment advertising communications.
- Conducted focus groups and research, and applied research to brand development.
- Transformed brand concepts into compelling campaign copy for web (banners, e-cards, career websites, job postings), print (direct mail, newspaper, flyers, brochures, posters, billboards, college & career fair booths, internal communications, newsletters, editorials), and radio.
- Highlighted client list: AIG, Chase, Chili's, Coca-Cola Enterprises, Fluor, Halliburton, KBR, The Methodist Hospital System, Microsoft, M. D. Anderson Cancer Center, Raytheon, UTMB, Waste Management

**EDUCATION**

**Boston University/College of Communication, Boston, MA**

Master of Science in Mass Communication – Graduated cum laude

**Fairleigh Dickinson University, Madison, NJ**

Bachelor of Arts in Psychology/Presidential Scholar – Graduated cum laude

**SKILLS & SOFTWARE/SYSTEMS**

- Excellent writing, communication, brand building, content development, social media management, and artistic/design skills.
- Proficient with Mac & Windows OS: Word, WordPress, Constant Contact, EventBrite, SharePoint, Sales Force, PowerPoint, Excel, SEO, and social media platforms.