

CHRIS BUTERA

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COPYWRITER

Award-winning journalist of 6+ years, contributing to company bottom lines writing high-performing, multifaceted SEO-friendly content. Proven expertise across finance, toy/pet/maternity, energy, music/entertainment, and e-commerce industries.

- Wrote effective copy and spearheaded CIO podcast as Digital News Editor of Strategic Insight.
 - Boosted web traffic, and audience and community engagement writing copy for email marketing campaigns, biannual events, and surveys.
 - Spiked website traffic writing blog copy, ecommerce copy, and scripts for on-camera talent for company product reviews on YouTube channel as Assistant Editor of ANB Media.
 - Increased web traffic 150% YOY, social media engagements 50% YOY, and readership 60% in 6 months, writing and editing blog, social media, and podcast copy as Editor-in-Chief of The Bonesaw.
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CERTIFICATIONS

Google Analytics Individual Qualification, Google, Expires 9/21

HubSpot Content Marketing Certification, HubSpot Academy, Expires 9/22

HubSpot Social Media Marketing Certification, HubSpot Academy, Expires 9/22

HubSpot Email Marketing Certification, HubSpot Academy, Expires Aug 8/22

HubSpot Inbound Marketing Certification, HubSpot Academy, Expires 8/22

PROFESSIONAL EXPERIENCE

Oil & Gas Reporter

ACURIS—New York, NY

2019–2020

Served as content writer for SparkSpread daily news outlet serving North American oil and gas producers.

- Exceeded \$9.8M sales revenue target 104% coordinating with sales and relationship management teams.
- Increased content volume and web traffic 20% using top SEO practices, producing 15-20 daily news and breaking news articles weekly along with bimonthly features.
- Ensure copy clarity and accuracy collaborating across analytical departments.

Digital News Editor

STRATEGIC INSIGHT—New York, NY

2017–2019

Reported, curated, sourced, and produced daily breaking news stories, monthly podcasts, and features for 300,000+ monthly readers, synthesizing current details and broader contexts. Supervised 3-5 freelancers for additional daily news stories. Wrote articles and newsletters for CIO Magazine. Ensured peak copy-editing accuracy in short-staffed, fast-paced newsroom leading to **65th Annual Jessie H. Neal Award** for Best Media Brand for Overall Editorial Excellence.

- Boosted social media engagements 150%, web traffic 89% in 6 months creating digital marketing content.
- Enhanced community engagement 50% YOY across social media channels and discussion platforms.
- Increased web traffic by 40% YOY via compelling SEO-optimized news and digital content.
- Grew audience 20% averaging 1500+ monthly listeners. Spearheaded CIO podcast creation, writing and performing copy for CIO podcast scripts, which were produced and edited monthly using Adobe Audition.

Continued . . .

Assistant Editor

ANB MEDIA—New York, NY

2016–2017

Supported managing editor in producing, publishing, and distributing weekly newsletters for TTPM brand. Wrote, designed, and copy-edited quarterly trade magazine and weekly blog posts. Scripted 5-8 SEO friendly e-commerce product descriptions for website. Prepared layout/design for trade magazine using Adobe InDesign and Photoshop.

- Wrote blog, e-commerce copy, and scripts for on-camera talent for product reviews on company YouTube channel. Edited newsletter and social media copy, elevating number followers.
- Produced B2B newsletter campaigns reaching 20,000+ subscribers using Constant Contact and HTML.
- Elevated online following 50% across social media platforms collaborating with social media marketing, editorial, sales, video teams.
- Raised web traffic 30% producing digital content using best SEO practices.
- Created compelling, informative, and visually appealing feature stories and e-commerce content.

E-Commerce Copywriter/Content Manager

EFURB—New York, NY

2015–2016

Supported director of content by efficiently writing, editing clear and concise copy for various home goods/electronic products in a fast-paced B2C/B2B e-commerce startup environment.

- Listed products on Amazon, Ebay, and company CMS sales channels daily.
- Extensively researched items for informative, accurate product descriptions adhering to best SEO practices.
- Corresponded with teammates across multiple departments to fix sales discrepancies/determine beneficial sales strategies to create best user experience.

Founder/Editor-in-Chief

THE BONESAW—Brooklyn, NY

2014–2019

Established and designed music and pop-culture-focused blog/website with unique voice and daily content appealing to multiple audiences. Oversaw and managed 5-member staff and freelancers reviewing, copy editing, assigning, reporting, and publishing stories and podcasts meeting editorial standards and company brand. Wrote and edited blogs, social media, and podcast copy. Storyboard podcasts prior to recording.

- Raised annual traffic by 150% YOY and annual social media engagement 50% and promoted best SEO standard content to sustain vibrant and growing presence in digital journalism.
- Increased readership 50% within 6 months via 5 weekly and bi-weekly podcasts serving as producer, manager, writer, editor, coordinator, and creator achieving 30,000+ total plays.

EDUCATION

BS Degree—Journalism | Brooklyn College, City University of New York, NY

AS Degree—Journalism | Kingsborough Community College, Brooklyn, NY

Staff Writer for The Scepter (Student) Newspaper

TECHNICAL SKILLS

Microsoft Word | Microsoft Excel | Microsoft Office | Adobe Photoshop | Adobe InDesign
Adobe Audition | WordPress | HTML5 | Content Management Systems (CMS) | Drupal
Cascading Style Sheets (CSS) | Audacity | Oracle Eloqua | Constant Contact | Hootsuite | Chartbeat
Disqus | Facebook | Final Cut Pro | Google Analytics | Google Docs | Google Trends | Chart Beat | SEO
SoundCloud | Audio Editing | Audio Production | Podcast Editing | Podcast Production | Public Speaking

PROFESSIONAL ORGANIZATIONS

Communication & Leadership | Toastmasters International, 2018–Present
New York Financial Writers' Association, 2017–2018