

DIANA BOCCO

Freelance Writer, SEO Specialist, Writing Coach

PROFESSIONAL SUMMARY

Award-winning writer and educator with over 15 years of experience in writing, teaching, and researching for a variety of mediums. Organized, goal-oriented writer with a proven ability to work under pressure and meet tight deadlines.

CONTACT



dibocc@gmail.com



www.dianabocco.com

EXPERTISE

Copyediting/Proofreading
Research & fact-checking
Sharp eye for detail
SEO specialist
Target readership analysis
Editing for style
Content creation strategy
Social media management
*Content Management Systems (CMS) expertise

Fluent in Spanish

EXPERIENCE

FREELANCE WRITER

Researched, planned, wrote and edited over 2000 articles published both online and in print. Formulated news pieces and editorials on a weekly basis. Identified needs and gaps in content and pitched new topics to write about. Sent on assignments to Cambodia, Japan, and Germany. Official Prague expert for National Geographic's upcoming *48 Hours in Prague* guidebook.

COPYWRITER

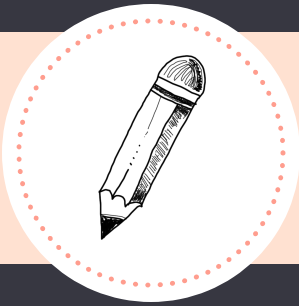
Handled landing site updates and blog posts. Produced advertising campaign materials, including flyers, ad copy, web copy, sales letters, and social media content. Developer, writer, editor, and designer of a wide range of business materials, including brochures, newsletters, and annual reports. Developed tutorial scripts, FAQ's, emails and communication briefs. Managed on-site and off-site SEO for company clients. Conceptualized and implemented companies' social media strategy (including corporate re-branding on social platforms)

REVIEWER

Wrote full reports and editorial reviews for the book *Vegetarian New York City: The Essential Dining, Shopping, and Lodging Guide* (edited by Suzanne Gerber, with a foreword by Paul McCartney), ensuring up-to-date figures by meeting with chefs and managers and revising menus and product lists. Book reviewer for *Writer's Journal*, *Writer's Digest*, and *Armchair Interviews*.

TEACHER, LECTURER, ESL TUTOR

Full responsibility for planning and teaching writing-intensive courses, including *How to Quit Your Day Job* and *Writing the Short Story*. Developed screening instruments and integrated multimedia approach to teaching literature using interdisciplinary instructional technology. Developed university-level appropriate curriculum in all basic subject areas: reading, writing, student assessment, cultural sensitivity, mentoring and motivation, and textbook review and selection. *Led Spanish/English sessions for individual students, small groups, and virtual learners.



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SKILLS

Results-oriented
Adaptability to new trends
Leadership and analytics
Problem-solver
Multi-tasking
Brainstorming & insight
Time-management

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AWARDS & MEMBERSHIPS

*American Society of Professional Journalists member

*International Federation of Journalists (IFJ) member

*Artella's Pass Poetry contest winner

*Daily Points of Life Award for Excellence in Teaching (Executive Chamber of NYC)

*Writer's Digest (nonfiction) competition winner

* Certified Nutrition Consultant, Fitness Nutrition Coaching advisor (certified)

TRANSLATOR

Fluent command of idiomatic Spanish and English language. Original content creation in Spanish for websites and print magazines, including *People in Español*, *Nuestra Gente*, *PolePositionTravel.es*. Translated and transcribed court documents including, but not limited to, court petitions, reports, waivers, felony disposition statement forms. Quality assurance for translations and final publications.

REGULAR CONTRIBUTOR

Travel: National Geographic, The Culture Trip

Health & Fitness: Healthline, PetMD, Health & Fitness

Business: Inc., Forbes, Business Insider, Yahoo!

Science: Discovery Channel, Popular Mechanics, How Stuff Works

Print Magazines: Marie Claire, Writer's Digest, Animal Wellness ... and much more (see under **Portfolio** on my website)

OTHER RECENT WORK HISTORY

TABELLA, s.r.o. (Prague) - Acquisitions & Web Content Copywriter

WIKIDI (Prague) - Senior Copywriter and Social Media Manager

TESTOMATO (Prague) - Content Strategy & Digital Marketing

BRUSHTEC Brushes Inc. (Prague) - Contract Spanish Translator

SAATSIN SCHOOL (Thailand) - English and Spanish Teacher

NOVOSIBIRSK STATE PEDAGOGICAL UNIVERSITY (Russia) - Lecturer for Modern American Literature and Advanced Language courses

Nutrition Consultant, private practice

AARC Weight Management Center (USA) - Co-Manager & Nutrition Advisor

NuKitchen (USA) - Junior Nutrition Consultant / Content Manager

*PDF Samples and Professional References Available Upon Request