

Frank M. Rotella

Emmy Award-winning wordsmith who lives for making clear, concise, and convincing content. Former journalist who knows how to hit strict deadlines and work with media. Background in TV news producing; skilled at copywriting, content marketing, social media, public relations, and corporate communications.

Experience

Copywriter

Til Valhalla Project (Remote)

November 2022-Present

- Manage a team of freelance copywriters. Assign them projects, edit and approve their submitted copy, and provide them actionable feedback.
- Write copy for new products, social media ads, marketing emails, content emails, landing pages, billboards, product packaging, and more. Edit copy written by team members to ensure brand and voice cohesion.
- Work alongside designers to create new apparel/products.
- Collaborate with marketing team to pitch new product and promotion ideas. Maintain databases of successful copy and product examples to help with future ideation.
- Use data and feedback from marketing team to improve copy effectiveness, test new copy styles and maximize conversions. Research competitors and industry trends.

Content Producer/Copywriter

Decibel Ads (Remote)

April 2022-August 2022

- Research and write SEO-focused content marketing blog posts. Produce marketing collateral as needed.
- Devise and create social media content that aligns with Decibel's voice and style.
- Edit video and audio versions of company podcast episodes and create clips to post on social media.

Communications Specialist

Patrick Industries (Elkhart, IN)

October 2021-April 2022

- Create multimedia content highlighting Patrick and its brands for internal/external platforms.
- Manage Patrick social media pages and track analytical data to enhance page performance.
- Assist Patrick departments and brands with communication and multimedia needs. Advise departments and brands on communication and social media best practices.

Executive TV News Producer

ABC57 News (South Bend, IN)

August 2019-October 2021

- Manage evening/late news shows and shifts. Coordinate and oversee crews, sources, schedules, and production for special reports, segments, and shows. Manage special projects.
- Coach and develop producers, reporters and talent to find and present compelling and pertinent content in news shows, and guide web and technical staff to maintain standards and uniformity.
- Coordinate coverage of breaking news and large live events.
- Assist with recruiting/hiring staff.

Experience (cont.)

TV News Producer

FOX59 News (Indianapolis, IN)

July 2017-July 2019

- Contribute to daily editorial meetings and help establish coverage plans.
- Write copy for story scripts, headlines, and teases.
- Keep newscasts, live shots, guests, weather, and other segments on pace and on time.

TV News Producer

WNDU-TV (South Bend, IN)

June 2015-July 2017

- Gather and write stories for newscasts. Assign placement, treatment, and time allotment for each.
- Monitor local sources for breaking news and coordinate reporters/crews for coverage.
- Respond to viewer calls, emails, and social media messages.

Education

Bachelor of Science, Journalism

May 2015

The University of Iowa (Iowa City, IA)

Associate of Arts

May 2013

Kirkwood Community College (Iowa City, IA)

Diploma

June 2008

St. Patrick High School (Chicago, IL)

Recognitions

Emmy Award

Outstanding Achievement for News Programming – Morning Newscast Smaller Markets
National Academy of Television Arts and Sciences Chicago/Midwest Chapter (2021)

Emmy Award

Daytime Newscast
National Academy of Television Arts and Sciences Lower Great Lakes Chapter (2019)

Eagle Scout

Boy Scouts of America

References provided upon request.