

JOCELYN RUGGIERO

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<http://jocelynruggiero.com/writing/>

STRATEGIC STORYTELLER AND CONTENT WRITER

Independent self-starter who loves the creative process. Collaborate strategically with key stakeholders to bring mission goals to life through on-brand, empathetic messaging for user experience.

Whether as a key contributor, strategic storyteller, editor or content writer, I communicate “the story” in relatable and compelling language that engages and enlightens readers. My writing has appeared in such publications as The Washington Post, The Boston Globe, Saveur, Food & Wine, Yankee Magazine, and Parade. As a Strategic Storyteller, I collaborate strategically with key stakeholders to bring their mission goals to life by transforming concepts, research and input into clear and compelling content that defines and supports brand strategy, voice and tone.

No matter the subject matter, I will transform your content into a relatable story that will engage and enlighten your audience, using words to create narratives that speak to your specific participants (and learning styles) to deliver not only engagement but learning and transformation. Or, if you have not yet developed your content, I will ask you (and your client) the questions necessary to uncover key information I will use to develop bold solutions. All while keeping in mind your organizational goals.

I guide complex projects from conception through completion informed by my past work as an associate producer for national meetings, broadcasts, webcasts, and videos with such companies as American Express, Canon, Boehringer Ingelheim, AstraZeneca, Novo Nordisk, Pfizer, Merck, BMS, and GlaxoSmithKline.

Finally, using both my impressive presentation and writing skills, as well as strong verbal presentation and storytelling skills, I expertly guide internal agency and external client teams through presentations, creative briefs, workshop descriptions and budgets, helping drive growth for new and existing accounts.

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|-------------------------|-----------------------------|---------------------------------|
| Feature Writing | Client-Facing Communication | Production Processes |
| Creative Content | “Big Picture” Thinking | Project Management |
| Research & Development | Strategic Planning | Sales Proposals & Presentations |
| Interviewing Techniques | Sales & Marketing | Business Planning |
| Video Script Writing | Editorial Leadership | Creative Learning Methods |
| Content Management | Technical Content | Innovative Branding |

Various National Publications

Key Contributor, January 2012 - Present

- Writing has appeared in such publications as *The Washington Post*, *The Boston Globe*, *Saveur*, *Food & Wine*, *Yankee Magazine*, and *Parade* (see <http://jocelynruggiero.com>), with pieces ranging from features, service, round-up, interviews and “How To” articles and essays.
- Highly skilled and successful at cold pitching and securing sales of original content.
- Writing exclusively for *Boston Globe* since September 2020. Author of ongoing series at the *Globe* entitled “States of Farming,” which look at BIPOC farmers in New England.

Jocelyn Ruggiero

Ike Lasater – Trainer & Author (Mediate Your Life)

Associate & Strategist / Content Writer, January 2014 - July 2021

- Crafted original and innovative scripts for online courses, drafting overviews, introductions, conclusions, and adaptation of pre-existing materials to better fit a more casual conversational tone.
- Drove successful learning integration and project management, writing engaging and memorable scripts for an (audio) course for the app Wise@Work.
- Delivered pinpoint audience engagement by telling a compelling and persuasive stories.
- Conceptualized, pitched, and sold original content for publication in *Yoga Journal*, *The Cattleman* (US), and *Smart Manager* (India).
- Unique ability to collaborate with Lasater, transforming his verbal communication of ideas and concepts into relatable written content.
- Instrumental in strategizing and implementing the organization's marketing and business development plan.
- Streamlined innovative product promotion to potential strategic partners and press outlets.
- Designed and delivered marketing content for workshop and promotional materials and print content.
- Worked in partnership with stakeholders to develop and execute brand strategies and content.
- Combined the elements of observation, research, and analysis in editing texts, analyzing for spelling and grammar errors and determining issues with continuity.
- Highly organized with a combination of technical, financial and business expertise to guide project planning and implementation. Success meeting and exceeding organizational goals within team-driven and self-guided roles.

Freelance Consultant

2013-Present

- Executive Editor, Street2Ivy's ELEVATE Magazine, Issue 1 (May 2021)
 - Chose content
 - Managed budget
 - Hired art director, writers and copy editor
 - Oversaw and directed production
 - Edited content and wrote headlines
 - Consummate attention to detail and understanding of language, punctuation and grammar to ensure publication was factually correct and devoid of grammatical errors.
- Guide private clients to write essays in their own words to connect and engage readers.

Vista Life Innovations, Vista Vocational & Life Skills Center, Inc

Arts Instructor, January 2014 - Present

- Educate young adults with developmental disabilities in writing strategies and styles, both in-person and via Zoom, directing focus on creating content about students' lives and experiences.
- Cultivate an atmosphere of acceptance and encouragement for students writing about the past,
- Teach concepts and strategies on writing children's books geared toward 5-year olds and subsequently arranged for students to read their works to a local kindergarten class.
- Produced the first student-written newspaper and coordinated public readings that were all well-attended.

- FOX 61 Nightly News TV received a special nomination for a New England Emmy.

Recipe Developer, January 2015 - March 2020

- For Parade's Relish Magazine, pitch and develop original recipes (40+).
- Proven success as a contributor to *Southern Cooking for Company*.
- Write clear, practical recipes describing how ingredients should be prepared with precise measurements, timings, oven temperatures, and dish sizes.
- Choose quantities devised to order avoid surplus whenever possible.

Mastra Marino Productions/Mediaroni, Inc.

Associate Producer, January 2002 - December 2011

- Produced corporate events for companies such as: PepsiCo, American Express, Canon, Boehringer Ingelheim, AstraZeneca, Novo Nordisk, Pfizer, Merck, BMS, GlaxoSmithKline, SAP.
- Created and implemented budgets for multimedia events.
- Continually invited by the business development team to pitch services to potential clients.
- Liaised and negotiated with talent and artist agents.

Education

Bachelor of Arts

Sarah Lawrence College, Bronxville, NY