



BECCA NAGY VISCO, MS

9+ YEARS EXPERIENCE IN
MARKETING, ADVERTISING
& PROFESSIONAL WRITING

CONTACT

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SKILLS

- Cross-department collaboration
- Product marketing and operations
- Campaign management
- Storytelling for business
- Short- and long-form copywriting
- SEO, Google Search & AdWords
- Brand budgeting and management
- Market and competitive research
- Client and project management
- Microsoft Office, Adobe, GenAI

EDUCATION

MASTER OF SCIENCE (MS) IN
MARKETING AND ADVERTISING
FOX SCHOOL OF BUSINESS
2021 | TOP 7%

BA, DOUBLE MAJOR IN ENGLISH
WRITING AND ANTHROPOLOGY /
CERTIFICATE IN PUBLIC AND
PROFESSIONAL WRITING

UNIVERSITY OF PITTSBURGH | GPA: 3.7

ABOUT ME

B2B strategist, educator, and board member with a strong background in campaign development, product marketing and operations, and cross-department collaboration.

EXPERIENCE

SENIOR CONTENT STRATEGIST

The Moving Company, B2B Growth Agency, Philadelphia, Pa. | November 2020 – present
Client Portfolio: TransPerfect (language and tech company for retail, finance, travel, hospitality), Trial Interactive, GlobalLink (TMS), 1st Line Partners, CleanSpace, Merck, Medical Guardian, Formcraft, SessionGuardian, Jill Mele, Kitepipe, GenuineXS.

- Effectively navigate diverse topics and industries to develop targeted campaign strategies that resonate with varied audiences.
- Create high-performing lead generation content for TransPerfect and Trial Interactive that complies with ethical and legal regulations, with a record 257 leads in April 2024.
- Define marketing strategies and create informative, compliant content with 1st Line Partners for the Brand Protection function at Alliance Pharmaceuticals and Product Integrity function at Merck.
- Gather business and user insights, competitor research, and apply strategic planning skills to create a long-term vision for the content that's being created.
- Oversee a team of writers and project managers; work with company leadership to develop important content processes and strategies; collaborate effectively with all members of the team.
- Interface with clients and subject matter experts at a deep level; approach tasks and initiatives with complete integrity and respect; and demonstrate an ability to lead and create thoughtful client interactions.

ASSISTANT DIRECTOR OF DIGITAL COPYWRITING

Temple University, Philadelphia, Pa. | June 2018 – November 2020

- Write, edit, and proofread copy for various marketing communications, ensuring that copy is engaging, on-brand, on-message, and grammatically correct.
- Work autonomously as well as collaboratively within the graduate marketing team to brainstorm and develop content that aligns with strategic pillars and goals.
- Manage the workflow of disseminating email marketing communications from content creation to deployment and to analysis of engagement metrics,

MARKETING & SOCIAL MEDIA MANAGER

Faros Properties, Pittsburgh, Pa. | September 2015 – June 2018

- Managed a 6-figure budget for the company's residential portfolio and reported decisions to the CFO.
- Perform analytics on SEO efforts using Google Analytics; create marketing reports.
- Plan and post creative content for 15 professional social media accounts (Hootsuite.)
- Responsible for event planning at apartment communities for resident retention.
- Track leads for the apartment communities; one experienced a 6% leasing increase.
- Served as Acting Marketing Director while supervisor was on leave.

HEALTHCARE FREELANCE COPYWRITER

FutureDerm Media, Pittsburgh, Pa. | February 2017 – August 2017

- Ghostwrote for healthcare clients such as Nollapelli and Dr. Vonda Wright; edited and created medically accurate and compliant content.
- Created editorial calendars, maintained blogs, and met with clients.

COPYWRITER & SOCIAL MEDIA MANAGER

LarsonO'Brien, Pittsburgh, Pa. | May 2015 – September 2015

- Wrote press releases, ads, and pitches to promote construction-related companies.
- Quickly promoted to social media manager after two months of the internship.

KEY RESULTS AND ACCOMPLISHMENTS

- Generated record results for life sciences company with LinkedIn ads driving 18x more lead form submissions than prior agency with 95% savings per lead.
- Met life sciences client's conversions growth and cost per conversion reduction goals by creating high-performing TOFU, MOFU, and BOFU LinkedIn ads and engaging lead magnet content—with one month experiencing 645% improvement MoM.
- Wrote a 30-email drip campaign with 65.8% Open Rates and 8.5% Click-to-Open Rates on one email.
- Led the creation of Faros Properties' Amazon HQ2 Proposal to assist with the 500,000 square foot leasing effort; proposal was selected by the Mayor's office and added to Pittsburgh's submission, which placed in the top 20 in Amazon's search.
- Board Member - Temple's Master of Science in Digital Marketing program; panelist in AI Disruption and the Future of Marketing webinar, Adjunct Professor - Business Communications at Temple University