

ROB PEONI

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OBJECTIVE

Talented writer in search of a dynamic marketing team committed to increased brand recognition through the implementation of a comprehensive content marketing strategy - or a career penning liner notes to under-appreciated rock albums, whatever comes first.

SKILLS PROFILE

- Experienced writer and editor with strong communication skills
- Expertise with social media and audience engagement
- Events planning, marketing and management
- Experience with content strategy, SEO, and copywriting
- Marketing strategy and media relations

EMPLOYMENT HISTORY

Freelance Writer/Content Marketer

1/1/2009— present

Indianapolis, IN

- Contributing music writer at [We Listen For You](#)
- Contributing writer at [Musical Family Tree](#)
- Content strategist at [IndiENGAGE](#)
- Contributing Writer at [Sky Blue Window](#)

Writer/Intern, Musical Family Tree

1/1/2013 — 9/1/2013

Indianapolis, IN

- Assisted in the management of the Indiana Music Archive.
- Assisted in the planning, marketing & management of a non-profit concert series in partnership with Indy Parks & Recreation, including managing community partnerships
- Regularly contributed feature articles, album reviews, interviews, show previews and recaps
- Oversaw a separate website dedicated to vinyl pressing reviews
- Assisted in management of all social media accounts

Founder/Editor-In-Chief, Thought on Tracks

5/1/2011 — 9/1/2013

Indianapolis, IN

- Created content and was responsible for all web design on a blog covering independent music
- Managed all social media content via Twitter, Facebook, and Google+
- Managed the organization, editing, and distribution of content from all contributors

Marketing Specialist, World Media Group, Inc.

August 2011 – May 2012

Indianapolis, IN

- Created, edited and formatted content for complete website overhaul
- Created all content for corporate blog
- Managed social media content via Twitter, Facebook, Google+ and LinkedIn

ACTIVITIES

- Committee Member, Tonic Ball, Indianapolis
- Soccer Coach, St. Richard's School, Indianapolis

PORTFOLIO

- [Writing Samples](#)