

# Robert Malone

## RÉSUMÉ

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### PROFESSIONAL EXPERIENCE

- Freelance Copywriter/Writer**  
2007–Present
- MakerBot – Copywriting
  - The Upcoming – Article Writing
  - Bleacher Report – Article Writing
  - Extreme Reach – Copywriting

- Madison Square Garden Company**  
**Freelance Copywriter**  
09/2016–11/2017  
New York, NY
- Taking over writing duties for the New York Rangers, I wrote email, digital, social, in-arena and print deliverables for the 2016-17 season campaign, 2017 playoff campaign and 2017-18 season campaign through November.
  - I developed the Rangers' 2017 Calling All Blueshirts playoff campaign, which included conceiving the headline and generating emails, out-of-home ads and marketing activations like RangersTown Square.
  - Working with various brand teams and creatives, I conceptualized content and marketing activation ideas for different MSG brands and events, including the 2017 NHL Playoffs, the Knicks 2017-18 season, Phish's The Baker's Dozen Residency and more.

- Booking.com**  
**Content Editor**  
05/2012–09/2013  
New York, NY
- Writing within Booking.com's brand voice, I generated the product profiles and property descriptions for hotels and other accommodations from the Northeast region of their U.S. market.
  - Working with the New York City team, I worked to improve content accuracy and customer reviews for one of the company's highest money-making markets in the world.
  - I managed 2-3 projects per quarter, which included holding employee and new hire trainings on content presentation and marketing through Booking.com's brand standards.

- MCD Partners**  
**Content Producer/ Copy Intern**  
05/2011–12/2011  
New York, NY
- Helping MCD Partners break ground in mobile, I was the main copy contributor on their internal projects in development, such as the social media platform Mixsee and tablet game Let's Duel.
  - While working on Mixsee, I generated and molded most of the platform's earliest multimedia content, which included writing and editing posts, taking photographs, producing videos and conceptualizing ideas for posts and future partnerships.
  - Assisting with social media posts for MCD Partners, I helped conceive and produce holiday-related Vines for the company.
  - When needed, I assisted on Discover projects, which included transcribing, problem solving and conception.

### EDUCATION

**Bachelor of Arts in English Literature**  
**University of Florida**  
Gainesville, FL

### TECHNICAL SKILLS

Microsoft Word  
Microsoft Excel  
Microsoft Outlook  
PowerPoint  
Adobe Photoshop  
Adobe Premiere Pro  
HTML/CSS

### HOBBIES

Gaming (currently League of Legends), sports, film, travel, and food...particularly the eating and tasting part