

# MARCO BUSCAGLIA

773.720.5049



✉ marcobuscaglia@gmail.com



Chicago, Illinois



linkedin.com/in/marco-buscaglia/



authory.com/MarcoBuscaglia



marcobuscaglia.com  
workstories.org



WRITER/EDITOR/CONTENT STRATEGIST

## EXPERTISE

- Audience analysis
- Budget management
- Brainstorming
- Career content
- Collaboration
- Content cultivation, development and management
- Healthcare content
- Hiring/managing full-time and freelance writers, editors and designers
- Keyword research
- Project management
- SEO strategy
- Social media planning
- Strategic thinking
- UI and UX writing

## SKILLS

- Adobe Creative Cloud
- Adobe Experience Manager
- AMA style
- AP Style
- Chicago Style
- Constant Contact
- Copy-editing and proofreading
- Drupal
- G Suite
- Google Analytics
- Google Keyword Planner
- Google Trends
- Joomla
- Mailchimp
- Microsoft Suite
- Microsoft Teams
- SEO editing
- Squarespace
- Typeform
- WordPress

## PROFILE

An innovative, experienced and accountable content leader in various fields, Marco Buscaglia's background in both journalism and creative writing as well as his attention to detail and targeted, original approach to his work has resulted in numerous successful and profitable projects. With a steadfast commitment to hitting deadlines, Marco has conceptualized, assigned, written, curated and edited compelling stories and profitable sections, both as a full-time employee and an independent contractor. Marco has hired staff, trained new employees and produced consistent and impactful content in various story-telling and publishing formats.

## EXPERIENCE

### WRITER/EDITOR

*Freelance / Chicago / February 2015 - present*

Conceptualize, write, edit, assign and manage content for publications and associations

*Tribune Content Agency / Chicago / February 2015 - present*

- Write weekly career stories for Tribune Publishing newspapers
- Conceived, assigned and edited monthly "In Good Health" newsletter (2017-19)
- Wrote weekly "Auto Tips" column (2019)
- Conceived, assigned and edited magazines for Underwriters Laboratories (2018-19)
- Wrote sponsored stories for Jack Daniels/NCAA tournament packages (2015-16)
- Rewrote columnist/cartoonist summaries for TCA syndicated content website (2015)

*Blue Cross and Blue Shield of Illinois via Solving IT / Chicago / November 2020-present*

- Writing and authoring user experience and user interface content for website update
- Assist with video and event updates for local sites

*King Features / New York / May 2021-present*

- Curate, create and edit content for "That's Racing," a weekly page on auto racing

*ZS Associates / Chicago / November 2021*

- Edited case studies and presentation decks

*The Daily Meal / Chicago / March - December 2021*

- Edited and fact-checked stories, slideshows and recipes

*Feast and Field / Chicago / May - July 2021*

- Edited and fact-checked stories, profiles and recipes

*US Cellular via TransTech / Chicago / September - November 2020*

- Wrote features for website and disaster-response communications for senior leaders

*American Health Information Management Association / Chicago / June 2019- September 2020*

- Edited stories for monthly journal and wrote profiles for website

*American Society of Plastic Surgeons / Arlington Heights, Illinois / March - August 2015 - 2017*

- Organized, edited and oversaw production of program for annual conference
- Wrote press releases and contributed stories to association publications during summer months

*Bank Administration Institute / Chicago / March 2015 - January 2019*

- Wrote occasional industry-related news; profiled banking leaders and BAI members

*PR Newswire / Chicago / March 2015*

- Created "What is advertorial" for prospective clients
- Wrote series of advertorial construction stories for Hubbell Power Systems

*Yuppie Puppy / Oak Park, Illinois / November 2016 - December 2018*

- Ghostwrote biweekly column on dog care

# MARCO BUSCAGLIA

WRITER/EDITOR/CONTENT STRATEGIST

773.720.5049

marcobuscaglia@gmail.com

Chicago, Illinois

linkedin.com/in/marco-buscaglia/

authorly.com/MarcoBuscaglia

marcobuscaglia.com



## RESULTS

- Editorial lead for Tribune Company's CareerBuilder launch, involving shared and local content for 37 Tribune and Knight-Ridder newspapers with combined circulation of 25 million
- Initiated Tribune Media Services' stand-alone, web-based feature service for special sections
- Producer for creation and implementation of breaking news team for ChicagoTribune.com
- Editor of Tribune Media Services' first ebook.

## PUBLICATIONS

- Baltimore Sun
- Charlotte Observer
- Chicago Tribune
- Fort Lauderdale Sun-Sentinel
- Hartford Courant
- Kansas City Star
- Los Angeles Times
- MSN
- Miami Herald
- New York Daily News
- Orlando Sentinel
- Philadelphia Inquirer
- Sacramento Bee
- U.S. News & World Report

## EDUCATION

### MASTER OF ARTS: WRITING

DePaul University  
Chicago, Ill., 2009

### BACHELOR OF SCIENCE: ENGLISH

Illinois State University  
Normal, Ill., 1991

## CONTINUED

### *Paylocity / Schaumburg, Illinois / May 2016 - May 2018*

- Provided HR- and benefit-related content for in-house newsletter

### *Sacred Heart Schools / Chicago / March 2019 - present*

- Edit weekly newsletters

### *TransPerfect / Sioux Falls, South Dakota / June - July 2018*

- Provided optimized digital content for wellness catalog

## SENIOR EDITOR

### *Tribune Brand Publishing / Chicago / May 2014 - February 2015*

Helped initiate Tribune Company's Branded Content division, a joint effort with the Los Angeles Times. Clients included Allstate, Macy's, McDonald's, Northern Indiana Tourism Bureau, Embassy Hair Clinic, Direct Energy, Broadway Chicago, ForSaleByOwner.com, Baer's Furniture Stores and others.

- Conceptualized and curated sections, managed freelancers and designers, accompanied sales reps on meetings/calls with clients, assigned stories and graphics, and edited and wrote content
- Provided sponsored content in print and online formats, including sections, micro-websites, stories, profiles, slideshows, infographics, quizzes and more for the Chicago Tribune, Orlando Sentinel, Los Angeles Times and others

## EDITORIAL DIRECTOR

### *Tribune Content Agency Custom Content / Chicago / July 2001 - May 2014*

Editorial lead for creation of custom content division, which expanded existing special section group to include branded content and the industry's first web-based a la carte service, designed to provide stories and images to newspaper special sections.

- Planned and implemented coverage of the job market each Sunday for the CareerBuilder page for the Tribune and Knight-Ridder/McClatchy newspapers, including the Chicago Tribune, the Los Angeles Times, the Miami Herald, the Philadelphia Inquirer, the Baltimore Sun, the San Jose Mercury News and more than 30 others, reaching more than 25 million readers each week
- Planned, assigned and edited 26 annual special sections on weddings, home and garden, retirement, health care, travel, real estate, autos and more
- Conceptualized and managed daily operations of TCASpecialtyProducts.com, which offered content to special sections in various formats
- Managed editorial, design and freelance staff and budgets

## EDITOR

### *Tribune Media Services Campus / College Press Service / Chicago / May 1998 - July 2001*

Responsible for budget, marketing plan, story assignment, editing and daily output of nation's largest news and photo service for college newspapers.

## PRODUCER

### *Tribune Media Services Interactive / Chicago / September 1995 - May 1998*

Producer for planning, launch and first two years of ChicagoTribune.com, selecting, editing, bundling and posting national and international news for a.m. shift via TMS' Breaking News group.

## REPORTER

### *Tribune Media Services College Press Service / Chicago / May 1994 - September 1995*

Staff reporter for Tribune Company's college news service, covering student concerns and campus issues in Chicago, Washington, D.C. and on select college campuses across the country.

## REPORTER/EDITOR

### *Park Ridge Times-Herald / Park Ridge, Illinois / June 1992 - May 1994*

Reporter, then editor for largest weekly newspaper in Chicago Suburban Times family; introduced weekly editorial cartoon, reader call-in comments, photo page.