

DANIEL CASCIATO

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SUMMARY OF QUALIFICATIONS

- **Writing:** Professional writer for 16 years, with experience in book, business, magazine and newspaper writing. Stringer for 5 years at a daily newspaper. Author of 3,000+ articles. Ability to identify good stories, interesting angles, and clarify writing and copy to achieve a high level of reader satisfaction.
- **Editing:** Past Editor and Content Manager of Merginet.com, a digital publication for the EMS industry; Editor of two online business newsletters, various corporate and business materials (including reports, profiles and brochures). Experienced in copyediting, content editing, and proofreading. Served as Interim Editor for *The Lawyers Journal*, assigning stories, assisting reporters, determining depth and layout of stories.
- **Business and Corporate Writing:** Demonstrated ability to produce copy for marketing collateral. Developer, writer, editor and designer of a wide range of business materials, including brochures, newsletters and annual reports. Clients include award-winning agencies, MARC USA and BarkleyREI (formerly Ripple Effects Interactive).
- **Web and Desktop Publishing:** Familiar with several desktop publishing programs for both electronic and print publishing, including Adobe InDesign and Contribute, as well as blogging software such as Wordpress. Developed content for www.culvers.com, www.homeevolutions.com, www.rivercityflats.com, www.calu.edu, <http://www.heinz.cmu.edu>, and www.visitpa.com.

EMPLOYMENT HISTORY

Self-Employed, Pittsburgh, PA *Freelance Writer and Copywriter*

1994-Present

- 3,000+ articles published covering: breaking news, commercial real estate, emergency medical services, entertainment, finance, general interest, health, law and politics.
- Author of Expansion and Reform (Early 1800s-1861): Presidents of the United States. This book takes readers on a journey through the Expansion and Reform era in American history as it relates to the leaders of the country. Events that shaped the nation are outlined with reference to the presidents of the United States who guided the nation through its early years, wars, expansion, and exciting moments in history.
- Produced photographs to enhance articles and draw the reader's attention.
- Planned and developed stories and angles that were most targeted to readership demographics by selecting subjects, sources, anecdotes that personalize the story for the reader.
- Edited copy to clarify writing, accommodate articles to space layout, created headlines, coordinated interviews and substantiated sources.
- Writer and editor of various newsletters, point-of-sale materials, public relations copy, business plans and proposals, speeches, direct mail pieces, presentations, brochures and grant applications.

Carnegie Science Center (SciTech Initiative Program), Pittsburgh, PA *Marketing Manager*

2003-2007

- Raised public awareness for annual science and technology festival by 50% through the development and implementation of a strategic communications plan. Duties also included revamping the festival's Web site, producing promotional materials and delivering presentations.
- Helped to refocus brand strategy to meet changing consumer demographics.

- Developed and initiated public relations campaigns for the Pittsburgh Regional Science & Engineering Fair – the 3rd longest running science fair in the country - and the Bayer Corporation High School Film Festival Competition. Communication work included special event planning, media relations, publicity, layout design and program evaluation.
- Conceived and wrote a complete portfolio of print and multimedia advertising communications.
- Generated over 100 placements in regional print, broadcast and online media services.
- Recruited, trained and supervised five employees to execute various programs and events.

Allegheny County Bar Association, Pittsburgh, PA**1999-2003*****PR Coordinator***

- Increased media coverage by 35% through the institution of a media relations program, which included serving as media contact, pitching stories to local and national media, writing press releases and developing media materials such as fact sheets and press kits.
- Developed Speaker's Bureau and secured over 100 speaking engagements for members.
- Responsible for the revamp, content, layout/navigation and functionality of Web site.
- Coordinated longest-running legal call-in program in the country, KDKA-TV's "KD & You and the Law." Viewer calls increased 30 percent in three years. Volunteer participation increased 25 percent.
- Directed site selection, budgeting and on-site event management for Inside Your Courts program. Increased participation by 60% through development and implementation of a program outreach plan.

American Heart Association, Pittsburgh, PA**1997-1999*****Communications Specialist***

- Directed the activities of a 10-member communications and public advocacy committee to assist in the implementation of communications goals.
- Partnered with community leaders in support of high-profile community affairs/fundraising activities.
- Spearheaded the development and production of a series of high profile corporate communications to create the association's fully-integrated new identity following an-state merger of regional offices.
- Wrote copy and coordinated production/ mailing of a 50,000-piece direct mail campaign to existing donor base that delivered \$200,000 in repeat donations.
- Managed external and internal communications by conducting media relations, selecting and supervising outside consultants, generating evaluation studies, writing/editing copy for ads, annual report, press releases and PSA's.
- Secured \$26,000 through a Wyeth-Ayerst grant for the African-American Women Health Conference.

PROFESSIONAL & COMMUNITY LEADERSHIP

- Co-founder, Pittsburgh Sports League, a 15,000+ member co-ed adult intramural sports league. Member participation increased 1,000 percent since its inception; 2000-present
- Member, Pittsburgh Technology Council, 2006-2007
- Chair, Events Task Force, Pittsburgh Urban Magnet Project (PUMP); 1999-2001
- Vice-President, 1992-95; MBA Representative, 1995-97; American Marketing Association
- Arts & Entertainment Editor, *The Duquesne Duke*; 1993-95
- Member, Alpha Phi Omega National Service Fraternity; 1993-97

EDUCATION

- Masters of Business Administration, Duquesne University, Pittsburgh, PA, May 1997
- Graduate work in Journalism, Duquesne University, Pittsburgh, PA, September 1994-May 1997
- Bachelor of Arts, Psychology, Duquesne University, Pittsburgh, PA, May 1994