

PETER MONACO

manofcopy.com — peter@manofcopy.com — 801.671.0605

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MARKETING **SCRIPTS**

PRODUCT COPY

HEADLINES

ARTICLES PRESS RELEASES

BLOGGING

FUNDRAISING TAGLINES

SALES LETTERS

WEB CONTENT

COPYWRITING

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- Featured on **WordPress** “Freshly Pressed”
- Scripts for **Utah Governor Gary Herbert**, corporate videos and more
- **Prolific blogger** of professional and promotional articles, humor and satire, SEO and more
- Press releases and audit documentation for **Neustar Localize**
- **Witty and engaging** product copy

Reliable, experienced, and creative... what else could you need?

DATA ARCHITECT | HEALTH CATALYST | 2013-PRESENT

- Designs and constructs data visualizations

- Interacts with clinical staff to empower meaningful improvements in healthcare

DATA SPECIALIST | NEUSTAR | 2009-2013

- Manages team of analysts, directing work to meet strict deadlines
- Worked with Product and Engineering to design and vet new offerings
 - Interfaced with clients for data requirements and issue resolution
 - Created algorithm to accurately link business owners to their business
- Developed SQL to analyze local search data from various markets and clients

WORK

SQL XML XSLT

JIRA ASANA REGEX

AGILE SCRUM

WORD **EXCEL**

TRELLO REPORTING

TABLEAU

REGRESSIONS

SCHOOL

UNIVERSITY OF UTAH

2005-2009

3.03 GPA

MATHEMATICS | economics

Relevant Coursework

Professional & Creative Writing

Testing

4/5 on AP Literature Test

5 on Analytical Writing GRE (92% percentile)

34 on ACT English Section (97% percentile)

EXTRAS

ILLUSTRATOR

FLASH DREAMWEAVER

PHOTOSHOP HTML

—breakfast—

Sugar Free Rockstar

—hobby—

Diet & Nutrition

—passion—

WRITING

HAPPY TO PROVIDE WRITING SAMPLES UPON
REQUEST