

Mark McNulty

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Summary

Organized & detail-oriented copywriter, copy editor, web producer & social media manager with experience in public policy & music. Adept in Microsoft Office, Google Suite & Analytics, Kraft, Squarespace, Wordpress, Final Cut Pro, Logic. TEFL-certified English teacher.

Professional Experience

McNulty Creative | Founder | New York NY | February 2024 - present

- Provide copywriting for independent music labels including artist bios, track & album narratives, social media posts, press kits.
- Report on land use, zoning, affordable housing & nightlife in New York.
- Produced advocacy materials & provided front-end web design for the Center for Housing Opportunity, a non-profit in CT.

AtkinsRéalisis | Internal Communications Advisor | New York NY | December 2022 - January 2024

- Produced articles, newsletters, emails & posts to communicate company announcements to 5,000 employees in USA & Latin America.
- Collaborated with subject matter experts to produce articles & advertorials on decarbonization, energy transition & transportation.
- Advised internal stakeholders in different business units (transportation, nuclear, water, etc.) on communications best practices.

Regional Plan Association | Senior Communications Associate | New York NY | April 2019 - Dec 2022

- Wrote, edited & published blogs, press releases, op-eds, reports & social media about housing, transportation, climate & governance.
- Managed digital presence for 100-year old influential non-profit across social media, website & email marketing.
- Project managed a website redesign that increased page views 300% year-over-year & visitors from social media 500%.

The Rust Music | Editor | New York NY | Aug 2017 - Nov 2019

- Wrote or edited 3-4 blog articles per week about electronic music including artist interviews, music reviews, event coverage.
- Managed staff of writers, content calendar & website. Produced track & album narratives, artist bios, social media posts.
- Designed and delivered media campaigns for events with 500-15,000 attendees.

Empire State Development | Senior Content Developer | New York NY | January 2017 - March 2019

- Produced fact sheets, presentations, maps & memos to support \$500 million state initiative expanding access to broadband in NY.
- Translated complicated broadband mapping data & state policies into simple narrative summaries for citizens & local officials.
- Communicated with 1,500+ constituents & stakeholders including elected officials & kept detailed records of the correspondences.

I Love NY | Brand Ambassador | New York Statewide | May - October 2017

- Transported, set up & staffed a five-ton experiential marketing installation at 25 community events in 20 cities & towns.
- Developed encyclopedic knowledge of the parks, businesses, recreation & regional nuances that make up NY's \$1B+ tourism industry.
- Delivered engaging travel pitches & tailored recommendations to thousands of New Yorkers, distributed literature, generated leads.

90.7 WFUV | Producer | Bronx NY | May 2014 - May 2016

- Facilitated over 100 'Live From Studio A' jazz, rock, folk, & alternative recording sessions for Top 10 nationwide college radio station.
- Served as point of contact to guest artists & management. Maintained studio space, operated soundboard, captured audio interviews.

Education

Fordham University | Bronx NY | August 2012 - May 2016

Bachelor of Arts - Communication & Media Studies, American Studies | GPA: 3.71

- Graduated Magna Cum Laude as a double-major. Areas of focus included journalism, history, latin, communications & cultural studies.
- Authored honors program thesis *Good Kid, M.A.A.D. Industry* investigating the stigma surrounding "selling out" in popular music.

Volunteer Experience

New York Public Library | Conversation Leader | New York NY | February 2024 - present

- Facilitate conversation between groups of 5-6 adult English-second-language speakers & ensure equal talk time for all participants.

Long Island University | Tutor | Brooklyn NY | July - September 2022

- Tutored 3 beginner and intermediate middle-aged students in English as a second language using a communicative approach.