**Tadhg Hoey**

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**PROFILE**

Writer and editor with nine years’ experience copy writing, creating social media content, and editing for financial services, government, non-profit, construction, retail, and health sectors.

**PROFESSIONAL EXPERIENCE**

**New York City Housing Authority, New York**

Communications Coordinator *December 2023—Present*

* Write an average of 10 monthly features on NYCHA residents, staff, and agency-related events
* Conduct interviews and field reporting
* Attend daily editorial meetings, pitch story ideas, and manage publishing calendar
* Publish and edit agency pages via WordPress
* Proofread all NYCHA communications (talking points; flyers; resident communications)

**Morgan Stanley, New York** *August 2022—November 2023*

Communications Consultant

* Develop and write educational articles, talking points, email templates, and impact stories to support Sales enablement as well as conversations between Financial Advisors and clients.
* Work alongside product managers, newsletter publishers, and other stakeholders to coordinate a consistent publishing calendar, while working within broader firmwide initiatives and monthly themes
* Ensure all communications meet all Legal and Compliance standards
* Create and present communications plans to product partners
* Publish communications via Adobe Experience Manager
* Manage a Mailbox to communicate timely, sensitive information to our network of Financial Advisors and their teams

**OPEN Architectural Windows and Doors, New York** *February 2020—August 2022*

Copy Writer and Marketing Assistant

* Develop and maintain a distinct and consistent creative voice for the brand and write, optimize and proofread all copy across website, social media channels and ad campaigns. See [here](https://openawd.com/news/)
* Increased annual website traffic by 115% through a combination of Google Ad campaigns and bi-monthly newsletters/articles to over 8000 Mailchimp subscribers
* Research and analyze market trends and recalibrate the brand content to reflect them.
* Designed a website using Wordpress and wrote all copy for a sister company, [Bronze Connection](https://bronzeconnection.com/), which deals in bespoke projects

**Authors Guild Inc, New York, NY** *September 2017—Present*

Copy Editor/Proofreader & Assistant Social Media Editor (Assistant Web Designer *2017—2019*)

* Edit and proofread all copy for website, press releases, newsletters, and social media posts. Knowledge of both CMOS and AP style guides
* Plan, write, and schedule the organization’s social media posts via Sprout Social
* Liaise with stakeholders at every level to ensure all content is in accordance with the organization’s mission
* Built, copy-edited, and troubleshooted personal websites for writers using proprietary software (SaaS)
* Provided in-house IT-support as well as regression testing and SEO work on main company site

**Office of Disability Services, Columbia University, New York** *September 2015—June 2019*

Assistive Technology Assistant

* Managed a team of graduate students to ensure that all university learning materials were made accessible for students with disabilities
* Wrote short technical guides for software programs which were used to train new employees

**EDUCATION**

**Columbia University, New York, NY** *September 2015—October 2018*

*Master of Fine Arts in Creative Writing (Fiction)*

**Maynooth University, Maynooth, Ireland.** *September 2013—August 2014 Master of Arts in Irish Literature and Culture*

**Maynooth University, Maynooth, Ireland.** *September 2010—May 2013*

*Bachelor of Arts in English and Sociology*

**SKILLS**

Wordpress; Adobe Experience Manager; Microsoft Office; Google Suite; Google Analytics; Google Ads; Asana; Mailchimp; Adobe Professional; Sprout Social

**OTHER WRITING**

My writing and journalism has been published in the *Irish Times, Los Angeles Review of Books, Business Post Magazine, BOMB Magazine, The Millions, The Stinging Fly, The Honest Ulsterman, Dublin Review of Books, Headstuff,* and *Vol 1 Brooklyn*.