

Bryan Pirolli

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PROFILE: I'm a copywriter and communications specialist who has worked with international tech, media, economic development, and education brands for 15+ years, engaged in meaningful storytelling.

EDUCATION // COMPETENCIES

BA in Journalism and French
New York University / 2008

MA in Communication Sciences
Sorbonne Nouvelle / 2012

AI tools: Gemini, ChatGPT
B2C and B2B content expertise
CMS and content management
Editing expertise for grammar/voice
Fluent in English and French

Google Docs and MS Office
Newsletters (MailChimp, Staffbase)
SEO and content localization
Social media publishing
Video and podcast writing

CURRENT COPYWRITING ROLES

2024-present: **Freelance SEO Copywriter** at Stripe, a multinational financial services and software company

- Localize content by researching and writing simplified guides about business operations in France
- Respect brand style and SEO guidelines to create written guide content supported by bespoke visuals

2019-present: **Senior Writer** at Development Counsellors International, a NYC PR agency, working freelance with 50+ colleagues to produce content for tourism, economic development, and talent attraction clients

External Client Communications

- Ideate and write strategic leadership talking points for speeches, press interactions, and editorials for executives at the USVI Department of Tourism, Barbados Tourism Board, Visit Scotland, and more
- Oversee end to end creation of B2C and B2B marketing publications, including a magazine promoting "slow adventure" in Northern Ireland and DCI marketing reports like "Capturing the Canadian Consumer"
- Conceptualize and write key messages and organize annual pitching calendars for major destination brands
- Create email content for destinations, targeting leisure travelers, travel media, or the business events sector

Internal Agency Marketing and Writing

- Pitch, write, and optimize DCI's weekly thought leadership blog posts for executives and team leaders
- Raise external awareness of DCI executives by ideating and writing business and hospitality thought leadership pieces published in Canada's Globe and Mail, Destinations International, Hotel Executive, and Virtuoso
- Outline and write semi-regular, data-driven long-form research reports supporting thought leadership goals
- Collaborated on agency's new website in 2023 with content migration to write new optimized content, case studies, meta tags, and staff bios to update DCI's brand with better UX writing

Management and Leadership

- Manage agency's internal communications; streamline blog, social media, and email newsletters while working with C-suite and digital team, saving 20+ billable hours weekly on internal marketing
- Develop media storytelling angles for new business proposals, managing design team to build pitch decks to win new tourism client brands, including Visit San Antonio, Visit Monaco, and Visit Vienna
- Led B2B and B2C newsletter creation for clients, managing two junior team members

2024-2025: **Lead Copywriter** at International Baccalaureate Organization, a global education nonprofit based in Washington DC promoting international, high quality programs for K-12 students

- Created storytelling opportunities and respond to media requests to develop narratives around the IB's key messaging, marketing goals, data reports, new school endeavors, and organizational news items
- Built internal organization and stakeholder newsletters and emails with HR and executive team members
- Managed podcast and video content with stakeholders worldwide, tailoring key messaging to local markets and audiences to engage students and decision makers alike with clear content and meaningful stories

- Worked with stakeholders to produce thought leadership and campaign content to promote the IB mission of accessibility and engage school districts and leaders to choose the IB and implement the framework locally

WRITING & CONTENT PRODUCTION

2023: **Lead Brand Copywriter** at Global Citizen for English and French content for global nonprofit events Power Our Planet: Live in Paris and Global Citizen Festival in NYC to engage world's largest activism network

- Conceptualized creative assets including taglines and calls to action for events
- Wrote branded social media updates, how-to guides, email newsletters, and merchandise copy for the brand's live events reaching millions of viewers worldwide

2012-2023: **Digital Content Writer** for media and hospitality clients, including Amazon, easyJet, Priceline, London Evening Standard, Avis, Babylon Tours, and Zagat; provided new website and short-form content for consumer audiences in North America and Europe promoting purchase of travel experiences, tours, car rentals, etc.

- Created new taglines and headlines for Priceline's website and for its hotel/flight bundles in 2021
- Built promotional itineraries for easyJet holidays campaign to advertise direct routes from London in 2019
- Wrote and edited restaurant and hotel reviews following Google's acquisition of the Zagat brand in 2012

2012-2022: **Travel Editor and Writer** for annual editions of Penguin Random House's DK Eyewitness guidebooks

- Collaborated on two new books during the pandemic in 2021: Like a Local Paris and Like a Local New York
- Researched, wrote, and co-edited the revamped 2019 guide to Naples and the Amalfi Coast with design team
- Regularly updated annual titles like Paris, France, Family Guide Paris, and Top 10 Paris with fresh content

2010-2022: **Culture and Innovation Journalist** for Thrillist, Travel+Leisure, CNN Travel, Time Out Paris, Orbitz, Expedia, ZDNet, and Iberian Airlines' in-flight series; reported on policy, tech, sustainability, and travel

- Contributed to Orbitz LGBTQ+ travel blog in 2021, covering hotels and experiences around North America
- Established tone and content direction for Paris coverage on Thrillist from 2013-2017
- Interviewed Parisian innovators and executives for tech and health stories on ZDNet, from 2013-2015
- Covered new hotels and experiences in Paris for Time Out Paris as a freelancer from 2013-2014

2020-2021: **Podcast Writer/Presenter** for VIDguides, wrote, edited, and narrated scripts for audio storytelling through LGBTQ and general history in New York, London, and Paris

- Contributed scripts and voice talent remotely with team in London during the pandemic

2019: **Digital Editor** at China Global Television Network in Beijing; managed Chinese newsroom team of 15+ international workers to produce content for China's state TV news source articles and live streams

- Covered 2019 International Horticultural Expo and the Notre Dame fire for audiences of 100+ million
- Wrote articles related to China's tech and tourism industry; navigated a non-Western journalistic practice
- Edited junior writers' written work in addition to photo choices and captions for multimedia content

STARTUP & ENTREPRENEURIAL EXPERIENCE

2015-present: **Owner and Content Producer** at The Gay Locals, Paris's only LGBTQ+ tour company; onboarded and trained new guides; created communications strategy; built awareness of travel brand from scratch

- Marketing outreach via podcasts, video, social media, and press secured New York Times coverage (2021)
- Collaborate with colleague on website redesign and asset creation while taking a UX writer approach
- Selected to design bespoke Airbnb "Experience" as part of a revamp for the brand's curated offerings