

Nick Adams Pandolfo

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22 Charles Street Natick, MA 01760

Work Experience

MSL | Boston, Mass. | www.mslgroup.com

Director, Editorial, May 2017 - Present

- Lead MSL's editorial team and manage incoming requests from account teams across the health, consumer and corporate practices
 - Integrated editorial into an existing system for creative requests in Fall 2019; since launch, requests have grown 30%
- Creator of and editor for content including: press releases, messaging, video scripts, bylines, whitepapers, surveys, annual reports, eBooks, blogs, newsletters, award submissions, social posts, brochures, digital ad and web copy
- Interview subject matter experts ranging from high-level executives to front-line staff and turn often highly technical information into engaging thought leadership content tailored for a specific audience, including company employees, industry professionals and consumers
- Content lead for accounts totaling \$3.3 million annually in the healthcare (pharmaceutical, medical device and health system) and corporate practices
- Day-to-day account lead for healthcare accounts totaling \$450,000
- Served as editorial director for one of the agency's largest clients, a leading financial services and insurance company with 33,000 employees that serves 12 million members
 - Responsibilities included managing an editorial calendar for an internal channel that published daily; liaising with clients at all levels of the enterprise; managing a team of three writers; and writing articles
- From March 2020 to July 2021, served as executive editor for a weekly COVID report sharing insights into what people are actually reading, sharing and talking about related to the pandemic; report is distributed to more than 300 client contacts and leaders across other Publicis agencies

Lahey Health | Burlington, Mass. | www.laheyhealth.org

Senior Editor, October 2016 - May 2017

Senior Writer, November 2013 - October 2016

- Managed the production process – from story generation to content development, design and distribution – for print and electronic publications distributed to more than 13,000 employees

- Constructed internal and external communications plans to execute institutional priorities; led communications for a multi-year, \$85 million capital campaign
- Conceptualized, wrote and tailored content for the web, print and social media, including feature articles, infographics, videos, collateral, speeches/talking points and direct mail
- Recruited and managed a team of freelancers for content creation and other special projects
- Determined topics for and crafted weekly message from the CEO

The Hechinger Report | New York, N.Y. | www.hechingerreport.org

Reporter and Assistant Web Editor, September 2011 - October 2012

- Wrote regular news blogs and feature stories on national education issues that appeared in publications including the *New York Times*, *Chicago Tribune* and Time.com
- Developed story ideas and an extensive source list in the education technology field
- Grew the organization's Facebook following by more than 50 percent and assisted with running the content managing system (Wordpress)

Against All Odds Productions | New York, N.Y.

Assignment Editor/Researcher, January 2012 - May 2012

- Researched and developed story ideas in the fields of aging, journalism, law enforcement and science for The Human Face of Big Data, a book and multimedia project exploring the impact of big data on the world
- Transformed highly specialized scientific knowledge into engaging, digestible content
- Interviewed numerous high-level executives, researchers and academics from around the world

News 21 | New York, N.Y. | www.news21.com/columbia/2011

Fellow, May 2011 - August 2011

- Produced multimedia and print stories on aging in America, which ran in The *Washington Post*, Kaiser Health News and Forbes.com
- Interviewed top doctors and medical experts to learn about issues related to aging in America

Education

Columbia University Graduate School of Journalism | New York, N.Y.

Master of Science with Honors, May 2011

- Recipient of The Louis Winnick Prize for best story in the core class of the program

Eugene Lang College | New York, N.Y.

Bachelor of Arts in Education Studies, May 2005