

JEFF LUPPINO-ESPOSITO

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For more info on all my work, please visit: <http://JeffLuppinoEsposito.com>

EDUCATION

University of Virginia

B.A. in English and American Studies: 'Performance in the Digital Age'

EXPERIENCE

Nickelodeon, MTV Networks: New York, NY

Editorial Associate for 'Kids and Family' Digital

June 2011 - Present

- Writing engaging blog posts, captions, quizzes, polls, and other copy for Nick.com and the surrounding digital properties. Targeting kids, teens and parents.
- Formulating content plans for shows and campaigns in the digital space.
- Managing and organizing text and video content to improve user experience.
- Pitching and creating innovative text/video content for *The '90s Are All That* campaign.

Comedy Central, MTV Networks: New York, NY

Freelance Web Writer

Sep. 2010 - Present

- Writing daily comedic articles for Comedy Central's blogs (*CC Insider & Indecision*)
- See nonfiction writing clips at: <http://www.jeffluppinoesposito.com/journalism-clips.html>

Digital Media Intern

May 2010 - Aug. 2010

- Conceived of interactive marketing campaigns for Comedy Central shows and their sponsors via the Comedy Central websites/blogs and social networking outlets.
- Revamped branding efforts to better target a new generation of viewers.
- Researched competitors' social media data to propose a course of action for Twitter.

TheOnlineMusical.com, Charlottesville, VA

Aug. 2010 - Present

Producer, Director, Lyricist, Co-Writer for Interactive Theater Company

- Wrote script & lyrics and produced 10-12 minutes of a new musical each week on YouTube (for 10 weeks) in which the plot was shaped by audience feedback.
- Directed and managed a cast and crew of over 45 UVA students.
- Organized an online publicity campaign to drive thousands of viewers to our site.
- Filmed and edited all video content.
- Garnered press coverage from *Washington Post*, *Playbill*, *BackStage*, and *BroadwayWorld*.
- Created viral 'Mini-Musicals' with the cast and crew, also on YouTube.
- For more information on *The Online Musical* visit: <http://www.TheOnlineMusical.com>
- More Playwriting and Directing: <http://www.jeffluppinoesposito.com/theater-portfolio.html>

PopSense.com, New York, NY

Jan. 2008 - Sept. 2009

Editor-in-Chief and Co-Founder of Pop Culture and Humor Website

- Hired and managed 15 staff writers and 3 college interns.
- Applied HTML and CSS knowledge to design and maintain the site on Blogger.
- Wrote and edited 8-12 humorous and insightful pop culture articles daily.
- Organized full-scale advertising campaign and used social networks for site promotion.
- More on all my web projects: <http://jeffluppinoesposito.com/web-projects.html>

TECHNICAL SKILLS

HTML, CSS, Final Cut, Photoshop, Wordpress, Blogger, iMovie, InDesign, Garageband, PC and Mac, MS Word, Powerpoint, Excel, Google Analytics, Google Docs, Social Media Manipulation

AWARDS/HONORS

- 2-Time Winner of the ACCIAC Fellows in Creativity and Innovation Award
- 7-Time University of Virginia Dean's List