

Jo Vitagliano

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I'm a writer and content strategist with experience in higher education communications, journalism, marketing technology, and applied AI. I combine editorial judgment with technical problem-solving to create clear, useful content and develop the guidance, tools, and workflows that help others do the same.

Work Experience

Maricopa Community Colleges – District Marketing and Communications

Marketing & PR Analyst | January 2025–Present

Content Development and Marketing Technology teams

- Write web, email, advertising, video, and executive communications, partnering with district teams to translate complex information into clear content supporting enrollment, retention, and institutional priorities.
- Review content for accuracy, clarity, accessibility, and brand alignment, using editorial judgment to refine AI prompts, reference materials, and subsequent drafts.
- Develop official brand messaging and editorial standards; created the framework for college-specific brand guides that define institutional positioning and support consistent communications, including AI-assisted content.
- Independently designed and implemented the district's dynamic-content framework in Salesforce Marketing Cloud, building reusable content blocks and writing AMPscript to apply college-specific branding across 10 colleges.
- Conduct QA testing of Salesforce and HubSpot communications and a new student application; help develop district Salesforce standards and training materials, and present at weekly user training sessions.
- Contribute to institutional AI policy and AI-assisted brand voice guidance; advocate for AI adoption and help evaluate emerging technologies, including Siteimprove's AEO tool.

Consequence Media, LLC – Consequence

News Writer | February 2023–July 2025

- Reported music, film, television, and entertainment news, following breaking stories, pitching coverage, and applying SEO practices to drive content reach and engagement.
- Among the first writers trained to incorporate Claude into the publication's editorial workflow in 2024; used AI to streamline article production while maintaining editorial standards and publication voice.
- Updated and expanded the publication's style guide and edited colleagues' articles for clarity, consistency, and search relevance.
- Wrote service journalism explaining ticket purchasing and festival travel logistics, organizing complex information into clear, actionable guidance for readers.

Big Bach – Stand Up Live & Improv Comedy Theaters

Corporate Coordinator | January 2022–December 2022

- Supported corporate office operations and executives, managed inquiries and records, and collected and interpreted data.
- Wrote brand-aligned emails, website copy, and reusable chat responses explaining ticket purchases and refunds, along with employee training materials.

American Songwriter

Contributing Writer | January 2022–April 2022

Staff Writer | March 2021–January 2022

Contributing Writer | January 2020–March 2021

- Reported music news and wrote features for print and digital publications, interviewing artists and explaining songwriting techniques and music equipment.
- Contributed to editorial planning, using article performance, audience metrics, and publishing trends to inform coverage.

Host, “Off the Record Live” | June 2021–December 2021

- Co-created, wrote, and hosted a Twitch interview and performance livestream series, refining audience interaction based on producer-provided analytics.

Intern | August 2019–December 2019

- Wrote music news articles using SEO practices.

CNN

Production Runner, 2020 Presidential Debate | October 2020

- Supported live debate production, coordinating logistics and liaising with producers, on-air talent, and technical crew.

Belmont University – Watkins College of Art

Head of Student Workers | August 2017–May 2021

- Oversaw student workers, supported interviewing, hiring, and scheduling, and provided front-office administrative and executive support.

Selected Independent AI Projects

“didi”—Custom Research and Analysis Skill | 2026

- Designed a reusable AI skill for evidence-based analysis of complex questions; tested outputs and iteratively refined instructions to improve contextual reasoning and evidence-supported conclusions.

ChatGPT–Notion Workflow | 2026

- Designed and tested an AI-connected workflow for task routing and project organization, iterating on project views and usability to reduce manual upkeep.

Education

Belmont University

Bachelor of Arts in Publishing, Marketing and Publicity | 2021

Minor in Legal Studies

Poetry Editor, Belmont Story Review

Certifications & Training

Google Data Analytics Professional Certificate | Google | 2024

Predictive Modeling, Model Fitting, and Regression Analysis | University of California, Irvine | 2024