



# Lennie DiFino

CREATIVE WRITER, CONTENT  
CREATOR, EDITOR

## Details

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Chittenango, 13037  
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## Links

[Writing Portfolio](#)

[Website Business](#)

[LinkedIn](#)

## Skills

Writing

Editing

Proofreading

Creativity

Critical thinking and problem  
solving

Leadership Skills

Communication Skills

Ability to Work Under Pressure

Ability to Multitask

Project Management

Event Planning

Microsoft Office

Computer Skills

CMS (WordPress)

Adobe Creative Suite

Ability to Work in a Team

## Profile

I am a creative powerhouse with a robust history in multimedia production, website editing, and education, pivoting towards roles where I can further expand my impact in content strategy and creative direction.

I am an experienced and driven Content Marketing Specialist with over six years of experience creating compelling content across multiple media platforms. I have a passion for detail oriented and creative writing, and the ability to adapt content messages for multiple audiences across varying platforms.

## Employment History

### Multimedia Producer, World Wrestling Entertainment, Stamford, Connecticut

SEPTEMBER 2006 – MAY 2009

- Headed the SmackDown Team from 2007 to 2009
- Wrote, edited, and produced content for WWE.com
- Managed a team of writers, editors, and video producers
- Crafted scripts for executives at press conferences
- Provided detailed notes for on-air announcing team for all major events from 2006 to 2009
- Authored WWE Hall of Fame speeches
- Conducted interviews with WWE talent, and other celebrities
- Created features such as "Top 25", "Where Are They Now?", and more

### Owner, Syracuse Creative, LLC, Chittenango, New York

JANUARY 2012 – PRESENT

WordPress Content Management, Consulting, and Website Editing

- Managed a variety of websites with clients in all different types of businesses - ranging from education to e-commerce
- Developed marketing plans with business owners and helped to manage social media accounts

### English Teacher, Various Schools, Syracuse, New York

JANUARY 2011 – JUNE 2024

- Taught English Language Arts for grades 7-12 in numerous educational settings, including: Public Education, Private Schools, and Alternative Education.
- Edited, revised, proofread, and communicated writing changes to students.
- Developed lesson plans to maximize learning and differentiation.
- Adjunct Professor at SUNY Oswego (College Writing)
- Adjunct Professor at Bryant & Stratton (College Writing and Public Speaking)

### President, Corey A. Hill Memorial Foundation, Inc., Syracuse

JUNE 2013 – PRESENT

- Planned and executed a yearly fundraising event for 200+ people.
- Created scholarships for area students.
- Led meetings, created and maintained yearly calendar for benchmarks in fundraising efforts.
- Developed relationships with local and national businesses through communication of organization's needs.

## **Administrative Assistant/Public Relations, New York State Fair, Syracuse, New York**

MAY 1999 – OCTOBER 2006

- Managed administrative front office of New York State Fair year-round employees.
- Marketed the Fair through mailings, emails, and in-person events at different fairs on the east coast.
- Liaison/representative for talent at concerts at Fair. Worked closely with talent management to ensure performer happiness on site.
- Helped communications department develop a plan for technology integration.

## **Education**

### **Master's of Science in Teaching, Le Moyne College, Syracuse, New York**

AUGUST 2009 – MAY 2011

President, Kappa Delta Pi - 2011

### **Bachelor of Arts in English, Le Moyne College, Syracuse, New York**

JANUARY 2003 – MAY 2005

Helped revitalize WLMU Radio in 2004/2005,

### **Oxford University, Oxford, England**

DECEMBER 2004 – JUNE 2004

Studies in Arthurian Literature and Legend, Victorian Literature, and Creative Writing

## **Certifications**

### **Project Management, Google**

APRIL 2024 – APRIL 2024

### **Digital Marketing and E-Commerce, Google**

MAY 2024 – MAY 2024

### **SEO I and II, HubSpot**

JUNE 2024

### **UX Design Specialization, Google**

JUNE 2024

## **Other Accolades**

### **On-Air Host, WLMU Radio - Le Moyne College, Syracuse**

AUGUST 2004 – APRIL 2006

- Helped organize the rebrand and rebirth of WLMU Student Radio Station.
- Coordinated schedules, found talent for the station.
- Hosted the #1 Show on WLMU for two years - staying on past graduation to help keep the station going.
- Helped oversee the move from analog to digital.

## **References**

References available upon request