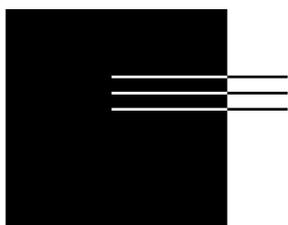


# ANTHONY FENECH

COPYWRITER. JOURNALIST. DIGITAL MARKETING.

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Resume & Portfolio





# ANTHONY FENECH

COPYWRITING. JOURNALISM.  
DIGITAL MARKETING.

## EXPERIENCE

### DIGITAL MARKETING/ COPYWRITING

Catena Media  
2023 - 2024

- Build consistent industry-leading online casino brands for top-traffic sites.
- Developed company-wide SEO content strategies, increasing user conversion for affiliated sports betting and casino platforms year over year.

Play'N Go  
2022 - 2023

- Curated multi-tier marketing campaigns for the world's largest provider of online casino slot games.
- Create unique storylines for game releases, multiplatform social media copy, informative e-mails, and corporate press releases.

Aspire Global & Game Lounge  
2022 - 2023

- Compile promotional briefs for e-mail, web, SMS, and app-based initiatives and execute CRM timelines.
- Produce long-form UX material to advance SEO metrics, explain online casino games, write comprehensive reviews and present industry news.
- Manage Game Lounge's high-traffic websites, NJCasino.com and AmericanCasinoGuide.com, ensuring accuracy and clarity and optimizing user interface.

### JOURNALISM

Detroit Free Press  
2011 - 2020

- Provided the region's largest audience with award-winning Tigers coverage from 2014-20, establishing myself as the foremost authority on the team.
- Around-the-clock coverage, including breaking news and opinion columns, informing readers with an entertaining social media brand and weekly podcast.

✉ anthonyfenech@hotmail.com

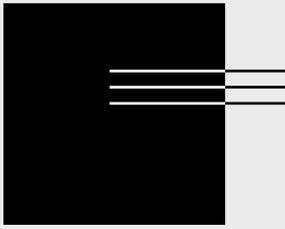
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Allen Park, MI 48101

Born and raised in Detroit, I have been writing words my entire career. Over the years, I've cultivated the craft of writing, reporting and editing with extensive experience at major publications and industry-leading companies. From brand-developing copywriting in Europe to award-winning journalism in America, I have been successful every step of the way because of my creativity, concise copy and communication skills.

## HONORS

- Voted a Top 10 beat writer by the Associated Press Sports Editors in 2017
- Finalist for Michigan Sportswriter of the Year in 2018
- Voted for Top 10 digital journalism coverage by APSE in 2020.



# DIGITAL COPYWRITING

In 2020, after a decade in journalism, I endeavored on a new personal and professional path. I moved to Europe, where I expanded my horizons into the digital marketing sector of the online gaming industry. I transitioned my skills into diverse roles at leading companies, producing impactful copywriting to establish branding strategies, achieve maximum SEO outreach, and improve customer retention.

**CATENA MEDIA | PLAY'N GO | ASPIRE GLOBAL | GAME LOUNGE**



# CATENA MEDIA

Lead Evergreen Writer

## EXPERIENCE

### SEO Content Strategy

Built consistent, industry-leading online casino brand for top traffic sites [PlayUSA](#), [Legal Sports Report](#), [Lineups](#) and [Bonus.com](#).

### Multi-Platform Content

Developed company-wide SEO content strategies, increasing user conversion for affiliated sports betting and casino platforms year-over-year by implementing proven long-form and social media voice.

### Responsible Gambling umbrella

Created site map content for responsible gambling to increase evergreen audience on social-conscience topic. Seven-page network includes: [Tips](#), glossary of [terms](#), identifying problem [gambling](#), [tools](#) and [self-exclusion](#).

### Maintain pages, create audience

Responsible for maintaining traffic on top PlayUSA state pages using Google Analytics and Ahrefs. Developed new audience strategies for real-life topics like casino payment and online table games.

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## WORK SAMPLES

[RESPONSIBLE GAMBLING](#)

[ONLINE CASINO PAYMENT](#)

[STATE PAGES](#)

[ONLINE TABLE GAMES](#)

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# PLAY'N GO

Marketing Copywriter

## EXPERIENCE

### Marketing Copywriter

Curated multi-tier marketing campaigns for the world's largest provider of online casino slot games.

### Game Content

Create unique storylines for game releases, multiplatform social media copy, informative e-mails, and corporate press releases.

### Content Branding

Enhance the user experience by explaining game rules, settings, and features; continue product development with character narratives.

### Video Interaction

Write scripts and develop strategies for online video series promoting game releases and company shows.

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## WORK SAMPLES

GAME WALKTHROUGH

CHARACTER DEV.

GAME TEMPLATE

GO SHOW

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# ASPIRE GLOBAL

English Copywriter

## GAME LOUNGE

U.S. Content Writer



### EXPERIENCE

#### Marketing Copy

Compile promotional briefs for e-mail, web, SMS, and app-based initiatives and execute CRM timelines.

#### SEO Content

Produce long-form UX material to advance SEO metrics, explain online casino games, write comprehensive online casino reviews, and present industry news.

#### Website Management

Manage Game Lounge's high-traffic websites, [NJCasino.com](http://NJCasino.com) and [American Casino Guide](http://AmericanCasinoGuide.com), ensuring accuracy and clarity and optimizing user interface.

#### Mobile Copywriting

Prioritize mobile and app traffic on iPhone and Android by tailoring customized copy for mobile mediums.

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### WORK SAMPLES

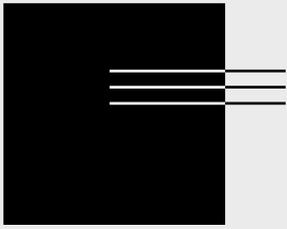
P R O M O B R I E F 1

P R O M O B R I E F 2

E X P L A I N E R

C A S I N O R E V I E W

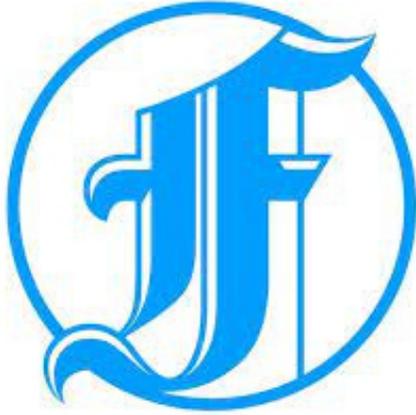
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# JOURNALISM

I rose quickly up the journalism ladder with my work ethic and writing ability. After internships at the [Las Vegas Sun](#), [Pittsburgh Post-Gazette](#), and [MLB.com](#), I spent over a decade at the [Detroit Free Press](#) as a an award-winning sports writer and web editor. In my time at the *Freep*, I excelled in various high-pressure roles, evolving the publication's social media presence and standing out for my tenure covering the Tigers.





# DETROIT FREE PRESS

Sports Journalism

## EXPERIENCE

### Sports Writing

Provided the region's largest audience with award-winning Tigers coverage from 2014-20, establishing myself as the foremost authority on the team.

### Reporting

Around-the-clock coverage, including breaking news and opinion columns, informing readers with an entertaining social media brand and weekly podcast.

### Web Producing

Produced content for [Freep.com](https://www.freep.com), primarily maintaining social media with flavorful commentary; created a community and grew online audience by over 20,000 followers. Department do-it-all.

## HONORS

- Voted a [Top 10 beat writer](#) by the Associated Press Sports Editors in 2017
- Finalist for Michigan Sportswriter of the Year in 2018
- Voted for [Top 10 digital journalism coverage](#) by APSE in 2020.

## WORK SAMPLES

[STORY LINK 1](#)

[STORY LINK 2](#)

[STORY LINK 3](#)

[ONLINE BIO](#)

[TWITTER](#)