LARICE A. ADDAMO

PROOFREADER / COPY EDITOR

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Exceptional content reviewer with expertise in copy editing, proofreading, and custom communication.

Diligent, meticulous professional able to enhance copy while adhering to style guidelines and maintaining writer's voice and intent. Proven experience in ensuring written excellence while meeting and exceeding client and team objectives.

SIGNATURE STRENGTHS

Written & Verbal Communication	Quality Assurance & Control	Training & Development
Proofreading & Document Editing	Attention to Detail	Time Management
Research & Fact-Checking	Project Coordination	Adaptive Thinking

PROFESSIONAL EXPERIENCE

Freelance Proofreader & Copy Editor, Amityville, NY — 2007 – Present

- Proofread and edit content, fact-checking copy for clients including Lowe's, Structure Magazine, Quad, Sybilline Press, trade publications, nonprofits, and independent businesses. Review proofs for syntax, art, typography, and pagination accuracy.
- Correct errors and improve readability across genres, from marketing and social media campaigns to nonprofit communications and independent fiction and manuscripts. Cross-reference first-round and second-round files to verify edits, focusing on formatting and layout changes.
- Liaise with internal and external contacts to resolve inquiries, drive on-time proofing and editing processes, monitor budget allocation throughout projects, and establish procedures.
- Adhere to editing guidelines, including Associated Press (AP), Chicago Manual of Style (CMoS), and proprietary styles.

Production Associate I IDM-DC, Washington, DC — 2022 – 2023

- Oversaw proofreading and quality control for all phases of multiple simultaneous direct mail campaigns.
- Reviewed comparable materials and specifications to identify and correct discrepancies and errors.
- Managed multiple project production schedules and coordinated workflows for creative, production, and account teams.
- Communicated with print vendors to verify production job orders and control inventory.

Achievements
  - Built and maintained relationships with nonprofits such as WETA Public Television, Greenpeace, and Public Citizen.

Internal Production Coordinator I Publishers Clearing House, Jericho, NY — 2018 – 2022

- Proofread text and copy, corrected all business-to-business (B2B) client proofs, and reviewed for accuracy and mechanical inconsistencies.
- Assessed quality and verified accuracy of personalized imaging and United States Postal Service (USPS) compliance of print vendor proofs and white papers.
- Liaised with internal creative, marketing, copywriting, and graphic production teams, serving as contact for external vendors.
- Developed and edited complex personalization instructions with directed messages via Adobe InDesign.
- Communicated targeted mail campaign details to print vendors, using knowledge of direct marketing variables, print production, and formatting.

Achievements
  - Managed and coordinated distribution of tailored direct and digital mailing campaigns throughout development and production phases for $10M+ in annual revenue.

Training Specialist and Development Administrator I Broadridge Financial, Edgewood, NY	2014 – 2017

- Administered and maintained global guidelines for grammar, writing composition, formatting, and editorial support.
- Coached and mentored 160+ associates/12 Client Service teams on phone, email, and business writing communication quality. Served as point of contact for rating associate performance using MS Dynamics (CRM) and MS Access applications.
- Originated new-hire orientation program to streamline orientation program and reduce training time.
- Compiled quarterly analytic results via MS Access and MS Dynamics, evaluated trends via Net Promoter Score (NPS), and distributed metrics performance reports across departments.
  Achievements
  - Raised client satisfaction scores by 74% within three years.
  - Wrote and produced *Best Practices Guide* and *Commonly Misused Words Guide*, still utilized in training.

Home Box Office (HBO), Hauppauge, NY	2007 – 2012

Quality Assurance / Quality Control (QA/QC) Coordinator, Digital Media Operations (2010 – 2012)

- Managed QC and oversaw production of HBO Go, On-Demand, web, and mobile multi-platform digital assets.
- Monitored daily Nielsen/Manzanita programs and audited monthly QC checks for 250+ assets per service.
- Drove efficiency by maximizing automation of video content reprocessing management system.
  Achievements
  - Created "101 Training Guide for New Hires," still utilized in training program.
  - Monitored QC file compliance and raised production by 25% by streamlining screening process.

Supervisor / Trainer / Offline Closed Captioning Editor (2007 – 2010)

- Edited and proofread text into caption blocks for events such as Live Concerts, HBO Go, Pay-Per-View Boxing, and Real Sports.
- Transcribed text from audio soundtrack of all HBO and Cinemax videos and provided captioned sub-masters from digital video and tape formats.
- Authored computer dictionaries and created reference database for direct reports. Trained newly hired captioning staff.
  Achievements
  - Lowered annual costs by $75K by researching and improving software to minimize equipment downtime.

EDUCATION

Bachelor of Arts (BA), Social Science | Adelphi University | Garden City, NY
cum laude

TECHNICAL PROFICIENCIES

Essential Software	Google Workspace, Google Docs, MS Office Suite (Word/Track Changes, Excel, PowerPoint, Outlook, SharePoint, Access, Dynamics, Teams), Slack, Salesforce, Act!, Go-To-Meeting, Cisco Webex, Workday, Adobe Acrobat/PDF, InDesign, Certify
Platforms	MS Windows OS, Mac OS X, AS 400, FileMaker Pro
Closed Captioning (CC)	EZTitles, Captivator Offline, Softel Swift, X-Orbit, ELRStudio, DVD, Digibeta, SD/HD and Blu-Ray
Quality Control	Stream Express, QuickTime Player Pro, VLC, Elecard, RealPlayer, Windows Media Encoder, MPEG2/4, WMV, HOD/VOD (HBO GO, AT&T SD-HD/Direct TV/SD/HD)
Information Technology	Cable labs, video-on-demand (VOD) standards, mobile, and broadband audio/video codecs (aspect ratio, frame rates, interlacing)