

# Nellie Iglesias

## Content Editor



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[My Portfolio](#)

## Work Experience



### Content Editor

Harper and Partners Inc., a global advertising firm that specializes in reaching online audiences

March 2022 to August 2025

(3 years, 5 months)

- Achieved a 30% increase in social media followers by developing a strong content strategy that lead to a 5% growth in sales within six months
- Boosted clients' brand recognition by 50% by developing new ideas and fresh content marketing strategies
- Increased our client base by 50% by seeking opportunities for partnership with advertisers



### Senior Copywriter

Schuester Digital Media Group

November 2020 to January 2022 (1 year, 2 months)

- Boosted our monthly output by 80% by creating daily articles, story ideas, and social media posts
- Improved the team's copy by 10% by identifying gaps in existing online content and collaborating with editors during research
- Produced online content and marketing copy by leading a team of writers and editors to promote the products and services of key clients

## Relevant Skills

- Search Engine Optimization
- Digital Marketing
- Web Content Writing