

## SKILLS

### MARKETING COPY

Use language in a concise and efficient way. Consider project goals and intended audience to find the best voice and tone for each project.

### WEB COPY & SOCIAL MEDIA CONTENT

Create copy for websites, including blog posts and social media posts.

### CONTENT OPTIMIZATION FOR SEARCH ENGINES

Write or edit content to maximize discoverability in search engines.

### SOCIAL MEDIA MANAGEMENT

Create, curate, and schedule content for social media.

### MARKETING FOR BILINGUAL AUDIENCES

Work with Spanish-speaking clients to create campaigns in their language.

## COMPETENCIES

Spanish (native fluency)  
Illustration & design  
Photo & video editing

## PROFICIENCIES

HTML & CSS  
WordPress  
Photoshop  
Premiere Pro

## EXPERIENCE

### SEO COPYWRITER & SOCIAL MEDIA MANAGER

authenticWEB

Orlando, FL - January 2013 to February 2014

- Created copy for client websites, including small businesses and law firms.
- Optimized copy provided by clients for better search rankings.
- Worked with SEO specialist to create campaigns.
- Wrote and submitted press releases for the company and clients.
- Managed client social media platforms.
- Helped create and manage company newsletter campaign.

### COPYWRITER

ThaSauce Network, LLC

January 2013 to present

- Created news posts announcing music releases and events.
- Collaborated to create social media campaigns.

### FREELANCE WRITER

- Created posts for own personal blog.
- Created copy and visual materials for personal social media.