Cruz Alba

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Date of Birth: December 16, 1990

# Profile

Dedicated and creative home and lifestyle writer with over a decade of experience crafting thoughtful, engaging features for digital audiences. From dissecting design trends to digging into the practical side of everyday living, I’ve written across the spectrum—from cozy backyard makeovers to deep dives into celebrity interiors. I'm someone who thrives on structure but doesn’t mind getting my hands dirty, whether that’s in the garden or in the messy middle of a first draft. I know how to speak to readers who want both style and substance—and I deliver that with a voice that feels trustworthy, informed, and real.

# Experience

## Freelance Home & Lifestyle Writer

Self-Employed | 2015 – Present  
- Wrote and published hundreds of long- and short-form lifestyle articles across digital platforms, covering home decor, sustainable design, DIY, and seasonal guides.  
- Researched and pitched story ideas inspired by real reader needs—things like how to keep houseplants alive during winter or make a tiny kitchen feel twice its size.  
- Developed a reputation for clean, on-time copy and a collaborative, solution-oriented writing process.  
- Regularly contributed to editorial calendars focused on trends in architecture, design, and home improvement.

## Content Contributor – Living Section

Better Living Today | 2017 – 2021  
- Delivered weekly feature content on topics including interior organization, small space solutions, and low-maintenance gardening.  
- Helped revamp content structure to improve SEO without losing the voice and warmth that drew loyal readers.  
- Collaborated closely with editors to meet evolving brand tone and campaign themes, such as “eco-elegant homes” and “budget-friendly transformations.”

## Associate Editor, Home & Garden

Golden Hearth Media | 2013 – 2016  
- Edited and fact-checked contributor pieces and assisted in developing style guides.  
- Wrote original articles focused on home technology, backyard upgrades, and seasonal cleaning rituals.  
- Created digital content packages—headline writing, keyword tagging, and CMS publishing—for monthly features and newsletters.  
- Gained hands-on insight into what makes lifestyle content succeed both editorially and commercially.

# Skills

✔ Lifestyle & Feature Writing (Home, Garden, DIY)  
✔ Long-Form and Trend-Based Content  
✔ Research-Driven Reporting  
✔ CMS Proficiency (WordPress, Ghost, Custom Systems)  
✔ AP Style and Brand Voice Adaptation  
✔ SEO Best Practices  
✔ Editorial Collaboration & Deadline Management

# Interests

🏡 Tinkering with thrifted furniture finds  
🪴 Native plant gardening and soil health  
📺 Watching renovation shows with a critical (but loving) eye  
🧽 Home organization with a minimalist-meets-maximalist twist  
📚 Reading old shelter magazines for timeless inspiration