Laura Michelle Cotto  
6926 Kimberly Heights Ln.  
Jacksonville, Fl 32222-1761  
(206) 249-9023  
[laura87michelle@gmail.com](mailto:laura87michelle@gmail.com)

## Professional Profile

Travel copywriter with 10+ years of experience producing engaging, SEO-optimized content for digital audiences. Known for turning cultural insights and destination research into dynamic, reader-focused narratives that inspire, inform, and convert. Strong background in lifestyle writing, hospitality marketing, and editorial planning.

## Experience

Freelance Travel Copywriter  
Remote / Various Clients  
2016 – Present

- Write destination guides, travel itineraries, hotel reviews, and seasonal features for outlets like Matador Network, Lonely Planet, and Culture Trip.  
- Produce SEO-driven content that maintains editorial quality and local nuance.  
- Conduct interviews with local experts, tour operators, and hoteliers.  
- Regularly pitch and produce original stories across topics including slow travel, budget travel, cultural etiquette, and eco-tourism.

Content Marketing Specialist  
WanderBright Travel Gear – Tampa, FL  
2013 – 2016

- Led brand voice and blog content strategy for boutique travel gear brand.  
- Created email marketing campaigns and product descriptions with a storytelling angle.  
- Collaborated with influencers and photographers to generate user-driven content.

Copywriter & Editorial Assistant  
Vibe Creative Co. – Asheville, NC   
2010 – 2013

- Wrote blog content, web copy, and branded articles for lifestyle and hospitality clients.  
- Proofread and edited digital content for tone, accuracy, and structure.  
- Supported the editorial team with client reports, topic ideation, and keyword research.

## Education

B.A. in English & Communication  
University of North Carolina at Greensboro  
Graduated: 2009

## Skills

Travel storytelling, SEO copywriting, WordPress & CMS platforms, Google Analytics & Search Console, Cultural research & sourcing, AP & in-house style guides

## Additional Activities

Volunteer Contributor, JourneyWoman.com  
Member, Travel Media Association of North America (TMANA)