

AZ

Location

New York, NY

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Alex Zama

Recent English graduate with a penchant for utilizing analytical communication skills and turning ideas and data into successful content and campaigns. Taking complex ideas, breaking them down, and marketing them to individuals is a satisfying process.

Experience

Technical Writer & Copywriter

Freelance

Jan. 2023 - Present

Queens, NY

- Researching, writing, and editing technical content based around APIs, IT, JSON schemas, SOPs, and public user-guides for software and hardware.
- Collaborating with peers on open-source projects to gain experience with coding software and languages.
- Utilizing consumer trends to produce digital automotive copy which helps to advertise key qualities to consumers.
- Taking complex information and simplifying it to the end consumers/users via manuals and copy.
- Analyzing SEO-friendliness of consumer content and editing for further engagement and ease of understanding.

Marketing Assistant & Bookkeeper

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Sept. 2021 - Present

Brooklyn, NY

- Responsible for helping to create the business' website and oversee the website's content and analytics using Google analytics.
- Collaborating with owners to promote consistent exposure of the business' offerings through social media platforms.
- Assisting the owner with managing store budgets for each financial quarter by utilizing prior cost and profit data via spreadsheets.
- Responsible for helping oversee both the accounts payable and receivable, as well as processing payroll.
- Understand the competitive landscape relative to products and pricing.
- Developed Excel models to present current and projected data analytics.

Education

Queens College, CUNY

BA in English (Psychology Minor)

January 2023

Queens, NY

- Co-founder of the CUNY Queens College English Club.
- Member of SEEK: Percy Ellis Sutton Search for Education, Elevation, and Knowledge; 3.6/4.0 GPA.

Skills, Certifications, & Interests

- **Certifications:** Udemy Technical Writing Certificate; Google Data Analytics Professional Certificate (In Progress)
- **Skills:** Adobe Creative Cloud; C++; Content Creation; Digital & Print Media; GIT; Google Analytics; G Suite; HTML; JavaScript; Markdown; Microsoft 365; PR; SEM; SEO; Social Media Management; Verbal and Written Communication; WordPress
- **Interests:** Vintage automotive ads, fantasy novels, driving, writing, thinking