

AZ

Location

South Ozone Park, NY

Phone

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Email

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Website & Portfolio

<https://zman-99.github.io/>

LinkedIn

<https://www.linkedin.com/in/alexzama/>

Alex Zama

Recent English and Psych graduate with a penchant for utilizing analytical and creative literary skills to turn ideas and data into successful content. Content writing and the marketing of content is a satisfying process.

Experience

Technical Writer & Copywriter

Freelance

01/2023 - Present

Queens, NY

- Researched, wrote, and edited technical content based on APIs, SOPs, and public user guides for software and hardware.
- Utilized consumer trends to produce 4 examples of digital spec ads and copy which helped advertise key qualities of various products.
- Took complex information for 4 technical products and simplified it to the end consumers/users via manuals and copy.
- Analyzed SEO-friendliness of consumer content and edited the content for further engagement and ease of understanding.

Marketing Assistant

Debe Kitchen

09/2021 - Present

Brooklyn, NY

- Responsible for helping to create the business' website and overseeing the website's content and analytics using Google Analytics.
- Collaborated with owners to promote consistent exposure of business offerings through digital ads and social media platforms such as Instagram and Facebook.
- Created over a dozen micro-content posts on social media to build brand recognition.
- Assisting the owner with managing store budgets for each financial quarter by utilizing prior cost and profit data via Excel spreadsheets.
- Responsible for helping oversee both the accounts payable and receivable, as well as processing payroll for over 10 employees.
- Developed Excel models to present current and projected data analytics, which helped to cut spending by 12% and increased weekend sales by 25%.

Education

Queens College, CUNY

BA in English (Psychology Minor)

08/2017 - 01/2023

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:** CalArts UI / UX Design, Udemy Technical Writing
- **Skills:** Adobe Creative Cloud; Campaign Monitor; C++; Content Creation; Digital & Print Advertising; GIT; Google Analytics; G Suite; HTML; Keyword Research; Markdown; Microsoft 365; PR; SEM; SEO; Social Media Management; Verbal and Written Communication; WordPress
- **Interests:** Vintage automotive ads, fantasy novels, driving, writing, dreams