



Raymond Ortiz

A Content Strategist with six years of professional experience specializing in brand messaging, SEO marketing, digital marketing, and copywriting. A proven track record of collaborating with cross-functional teams to drive penetration across competitive marketing landscapes.

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Professional Experience

Content Strategist

Sunnyvale Tech Partners, San Francisco, CA | October 2018 - Present

- ◆ Manage and develop content strategy for a venture-capital-funded technology startup, including brand messaging, website copy, UX writing, and SEO strategy
- ◆ Coordinate with a team of marketing specialists to define product messaging, create the company newsletter, and deliver over 300+ blog posts on the company website
- ◆ Develop content strategy for SEO marketing and email marketing campaigns, resulting in a 300% increase in website traffic in 2022

Freelance Writer & Content Strategist

Self-Employed, San Francisco, CA | June 2016-October 2018

- ◆ Created webpage copy, UX copy, blog posts, social media content, and product marketing copy for small and medium-sized businesses across various industries
- ◆ Collaborated with clients to define content strategy and brand messaging and ensured alignment with long-term marketing objectives

Education

Bachelor of Arts (B.A.) Marketing

University of San Francisco,
San Francisco, CA
September 2012 - June 2016

Key Skills

- Content Strategy
- Copywriting
- Digital Marketing
- Brand Messaging
- SEO Marketing