

## RELEVANT EXPERIENCE

### Simantel

Remote

Copywriter *April 2024-Present*

- Writing a variety of deliverables including email campaigns, social media copy, OOH ads and more
- Proofreading copy for grammar and content errors
- Collaborating with a team of art directors, strategists, project planners and account planners

### Woden

Philadelphia, PA

Brand Storyteller *June 2022-October 2023*

- Conducted market, target audience and competitive research and translated it into a brand strategy
- Mapped the pillars and execution of the brand strategy to each client's business
- Wrote and created content tailored to specific social media channels and audiences

### National Student Advertising Competition

AAF, Sponsored by Meta

Copywriter/Editor *August 2021-April 2022*

- Worked in a team to concept and execute an entire campaign from scratch
- Generated copy for deliverables including scripts, web copy, social media posts, headlines and taglines
- Conducted in-depth market, target audience and competitive research and translated findings into a comprehensive creative brief

### Stone Oven Wholesale Bakery

Remote

Social Media Director *January 2019-June 2022*

- Developed clear, concise and compelling copy for various marketing channels, including product descriptions, website content and social media posts
- Interpreted and applied feedback from the owners
- Led brainstorming, idea development and creative execution

### We'R'Listening

Remote

Content Creator Intern *July 2020-April 2021*

- Wrote and designed original content for social media platforms (TikTok, Instagram, X, blog)
- Conducted research for and wrote a weekly blog post
- Kept up with cultural trends and industry updates

## SKILLS

- Copywriting
- Web copy
- Social media copy
- Creative writing
- Long-form writing
- Brand strategy
- Sales strategy
- Proofreading
- Copyediting
- Research
- Working knowledge of SEO
- Working knowledge of social media marketing (TikTok, Instagram, LinkedIn, Facebook)
- Public speaking
- Teamwork
- Barista
- Working knowledge of Spanish

## EDUCATION

Temple University, Klein College of Media and Communication - Philadelphia, PA

B.A. in Advertising, Copywriting

Certificate in Spanish

May 2022

GPA: 3.76