

## RELEVANT EXPERIENCE

### Simantel

Remote

Copywriter *April 2024-Present*

- Leading the creative team on Caterpillar's Parts & Service account
- Concepting and writing a variety of deliverables including social media posts, digital ads, web copy, scripts and more
- Tailoring copy to specific deliverables and channels to maintain brand voice across every touch point

### Woden

Philadelphia, PA

Brand Strategist *June 2022-October 2023*

- Conducted market, target audience and competitive research and distilled it into a brand strategy
- Mapped the pillars and execution of the brand strategy to each client's business
- Translated complex topics into creative 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
- Social media strategy
- Technical writing
- Sales strategy
- Proofreading
- Copyediting
- Research
- Working knowledge of SEO
- Working knowledge of social media marketing (TikTok, Instagram, LinkedIn, Facebook)
- Microsoft Office
- G Suite
- 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