

**Objective:** Dedicated and results-oriented professional seeking a challenging position where I can leverage my extensive experience in copywriting, editing marketing, interviewing, social media, and communications in B2B and B2C roles.

**Portfolio:** [Link here](#)

**Blog Archive:** [Link here](#)

**Work Experience:**

**Copywriter – Everbridge (July 2022 – April 2024)**

- Developed compelling short and long-form content - and optimize for SEO - including blogs, eBooks, whitepapers, case studies, datasheets, infographics, and social media posts.
- Created email marketing campaigns for effective B2B marketing and sales outreach efforts.
- Collaborated with content marketing managers to formulate campaigns centered around major written assets, and recreate our content calendar for all external postings
- Played a crucial role in full website rebrand and new brand launch by creating and editing copy.
- Provided assistance in English-Spanish translations for short-form copy as required.

**Marketing Content Manager- Haku (July 2021 – July 2022)**

- Generated engaging, B2B content for the hakuports.com blog, optimizing for SEO purposes.
- Developed content for monthly newsletters, continuously enhancing performance on MailChimp.
- Created press releases, whitepapers, case studies, and client-facing content to maintain a strong online presence.
- Managed all social media accounts, including live posting at events for maximum audience engagement.
- Created copy for one-pagers and promotional materials, ensuring alignment with brand messaging.
- Collaborated closely with designers to ensure all copy is complemented by corresponding artwork.

**Marketing Content Manager- Yardi Systems (October 2017- July 2021)**

- Created impactful blogs for Yardi.com and YardiKube.com on various topics in CRE, coworking, and other Yardi product lines.
- Developed content for monthly newsletters, scripts for panel discussions and webinars.
- Wrote quarterly long-form eBooks addressing prevalent industry topics.
- Led the relationship between internal marketing content and third-party marketing agency.
- Managed 3 social accounts (Facebook, Twitter, LinkedIn) with consistent posting and engagement.
- Edited and maintained all text for ads and brochures to uphold brand consistency.

**Marketing Materials Specialist – TracFone Wireless (January 2014- October 2017)**

- Conducted thorough proofreading and editing for all content (English and Spanish) inside packages of TracFone brands.
- Performed audits on instructional scripting for marketing materials related to new phones/devices before launch.

- Assisted in translations for various marketing content types and collaborate with external partners (Samsung, LG, ZTE) to approve User Manuals, Service Guides, and Sales Sheets.

**Marketing/Development Manager- Miami Today (August 2013- January 2014 contract)**

- Managed the newspaper's social media presence (Facebook and Twitter) and led marketing/promotional initiatives.
- Coordinated company events, including the annual Book of Leaders Launch in 2014.
- Drafted content for promotional pieces, ensuring alignment with the print and online editions of the newspaper, and reviewing/approving corresponding artwork from designers.

**Published In:**

- DolphinsTalk.com
- Yahoo! Contributor Network (Yahoo Sports section)
- StadiumJourney.com
- Bleacher Report
- InsideTheU.com

**Education:**

- Florida International University (2007 – 2011)
  - B.S in Mass Communications | Major: Journalism / Minor: Marketing

**Skills:**

- Fluent in Spanish
- Proficient in Microsoft Office, Adobe Suite, WordPress, Blogger, Google Docs, MailChimp, HootSuite, Buffer, SharePoint, Seismic, Asana, Wrike.