

Gregory Rodriguez-Ramirez

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Coral Springs, US-FL, 33071, US

Experienced content Writer with an accumulated history of 6 years of working in various marketing content creation and copywriting roles. Skilled in content curation, editing, SEO, and social media marketing. Proven ability to create business copy, creative copy, and paid ad campaigns.

Work Experience

Social Media Consultant

Mar 2025 - Present

Elmridge Protections / Boca Raton

- Managed and responded to messages and comments on LinkedIn, Facebook, in company brand voice.
- Used Product Photos for LinkedIn uploaded clean, organized folders to Drive
- Created Content for ads, organic posts, or test content on secondary accounts
- Tracked Performance and reviewed weekly social stats (engagement, reach, trends) and reported on what's working/not
- Regularly run LinkedIn ad campaigns and curate ad content as needed.

Technical Writer

Apr 2024 - Dec 2024

Silver Airways / Hollywood

- Enhanced readability of complex concepts through effective digital content creation
- Demonstrated a high level of team-oriented skills during collaborative projects
- Revised and proofread manual content to ensure quality final content
- Provided editorial feedback in the form of a Quality Assurance check that aided other employees in creating long lasting guidelines to reduce manual errors before final printing
- Assisted in the copyediting process for a broad range of technical documents to ensure accuracy
- Edited and reconstructed manual content and graphic content using both adobe indesign and adobe Framemaker
- Leveraged my copy editing skills to enhance the readability and precision of technical documents

Quality Assurance Agent

Jan 2024 - Apr 2024

Mueller Reports Remote

- Oversaw reviewing reports of residential homes submitted by our property inspection team
- Ensured the accuracy and integrity of reports by adhering to established review procedures
- Exercised critical thinking skills and deductive reasoning abilities to arrive at sound judgments on the accuracy and reliability of inspection reports
- Adhered review guidelines with careful detail to maintain data quality.

Marketer

Apr 2023 - Nov 2023

Your Home Improvement Company

- Implemented various client outreach techniques to retain a steady client base with use of the salesforce CRM
- Met daily lead outreach goals as well as implemented data processing methods that increased productivity
- Qualified at least 200 leads a day to amass demonstration appointments for company sales representatives
- Familiarized clients with company product information to secure sales during demonstration appointments
- Created SMS copy using the PAS method to garner interest in company product

Sales Associate

Nov 2022 - Apr 2023

OrangeTheory Fitness / Coconut Creek

- Managed and updated a monthly customer newsletter
- Collaborated with other employees to develop social media strategies
- Created and A/B tested social media content that would be posted on the gym's Instagram account.
- Utilized Problem-Solution copywriting techniques to schedule gym tours using SMS communication

Copywriter

Aug 2022 - Nov 2022

Project Chimps

- Performed SEO keyword research to amass 200 website visits and clicks a week
- Gathered and effectively used data provided by Subject Matter Experts for the company blog
- Managed approximately 2 creative marketing copy projects for the company per week
- Collaborated Closely with Charity Executive Director on company promotional materials.

Resident Assistant

Aug 2019 - Nov 2022

Florida Atlantic University Housing / Boca Raton

- Advised various new students on housing protocols and codes of conduct
- Created flyers for various floor events in concurrence with hosting said events
- Worked both independently and in a team to craft events that fit into a curriculum crafted by housing administration
- Conducted 1 on 1 interviews with students to gauge their semester progress as well as make sure they used the academic resources
- Created Email copy that was sent out to students as a part of the active promotion of on campus events.

Admissions Specialist

Jan 2017 - Feb 2019

Broward College / Coconut Creek

- Processed private student admission documentation
- Greeted and welcomed new prospective studentsProcessed private student admission documentation
- Greeted and welcomed new incoming students and assisted them with the application process
- Created email copy that was sent out to students and prospective students about the status of their admission documentation
- Verified the high school graduation information of up to 10-15 students a day
- Participated in the Professor of the Year Committee for 2018-2019
- Was promoted from work-study employee to Part-time Employee

Core Skills

Yoast SEO, HTML / CSS, Project Management, , Email / SMS / Blog Copywriting, Salesforce CRM, , Attention to Detail, Oral and Written Skills, spelling, managing multiple projects, grammar, Content Management Systems, project management skills

Education

Florida Atlantic University	Dec 2022
Bachelor of Arts Multimedia Journalism	
GPA: 3.23	

Boyd H. Anderson High School	May 2016
High School Diploma	

Certificates

Hootsuite Certificate	
Google Digital Marketing and E-commerce Professional certificate	1/31/24- Present