

Ondina Kimberly Austin

COPYWRITER

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Summary

Professional writer with a specialization in digital marketing, years of experience in research, proofreading, and editing, and a passion for connecting with audiences through well-written content and web copy.

Experience

Ondina's Odyssey | Content Writer

2023 - Present

- Focused on SEO optimization and social media marketing to steadily increase daily site traffic
- Researched and analyzed popular tourist destinations to provide accurate information regarding hotels, excursions, and transportation
- Developed meaningful blog posts tailored to help travelers understand the safety, enjoyability, and secrets of their destination
- Utilized creative writing and communication skills to connect with audiences and build loyalty within the website

Centauri Vacation Rentals | Copywriter

2024 - 2024

- Created landing page copy that enticed visitors to navigate through the company's listings
- Applied problem-solving skills and marketing abilities to rewrite descriptions for each rental property, resulting in 20% more bookings
- Researched the company's values, brand identity, and desired audience and crafted an "about" page that effectively reflects the image of the business

Her Campus UCF | Content Contributor

2018 - 2020

- Worked creatively with digital marketing and creative writing students to develop blog posts intended to help University of Central Florida students navigate life in college
- Provided daily assistance with editing, proofreading, and sharing posts on social media to increase traffic and grow the Her Campus community

Education

Certifications

Google Digital Marketing and E-commerce

2025

Skills & abilities

- Proficient experience in using word processing software such as Microsoft Office, Google Docs, WordPress, and Grammarly
- Working knowledge of principles of SEO optimization, including keyword research and content strategy
- Excellent written communication skills with strong attention to detail
- Extensive knowledge of research methods and translating complicated concepts into user-friendly guides
- Understanding of digital marketing practices to boost business growth