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 **Fernie Ruano Jr./ 305-790-3513/ beton305fernie@mail./fernieruano@gmail.com**

 **Communications Specialist/Creative Marketing Strategist/Media Writer**

Bilingual copywriter/content creator with a unique ability to conceptualize and develop niche stories across diverse platforms, including social media, my work has been featured in Billboard Magazine, Coconut Grove Publishing, Miami New Times, and Miami Herald. Skilled at writing in all forms, with strong creative strategizing sense, my career spans across from digital media to marketing/advertising at Zimmerman. SEO-savvy with a strong with a keen eye for the right story, my overall experience, not to mention years of practice, would make me a valuable team member in multiple areas - in addition to one prepared to grow and lead while working with like-minded people, in meeting short and long-term goal on a daily basis.

**Highlight of Skills/Computer Literacy**

Communication, Organizational (know-how ), Collaborating, Problem solving, Creativity, Attention to detail, Decision making, Time management, Writing and editing, (Data) Analysis, Research, Interviewing, SEO, Social Media (Word, Excel, PowerPoint, Outlook; Mac, PC & Google Platforms)

**Education**

 **Florida International University:** Bachelors of Science, Mass Communication(s)

 **PROFESSIONAL EXPERIENCE**

**Copywriter/Strategist:** 2024-Present **IMG Agency/Miami Open**: Miami, FL

 Develop and write timely and relevant stories, in addition to coming up with video pitches, for publication on matching websites and social media

 **Digital Content Producer:** 2020-Present; 2015-2020 **WordByFernie:** Miami, FL

Launched and developed blog with a concentration in general sports/wagering and Miami; coordinate and write related stories, including how-to blogs, betting tip and selection articles, among other type stories.

**Communications Writer, PR Assistant:** January-April 2014 **IMG Sports:** Miami, FL

Prioritize the development of marketing strategy and used writing skills to generate niche content and market tennis tournament while working with the publicity teams of Maria Sharapova and Serena Williams, among other players.

**Digital Content Producer, Marketing Assistant:** January-April 2014 **Billboard:** Miami, FL

Research Latin music artists before producing relevant articles - including a Marc Anthony profile for publication in magazine and website; covered and produced content during live 'Latin Billboard Music Conference' panels and events.

**Staff Writer/Lead Columnist:** 2012-2013 **Voxxi:** Miami, FL

Led Hispanic Lifestyles sector of digital platform while developing and producing time-sensitive articles for publication, including a profile on Puerto Rican actress Adamari Lopez; took ownership while pitching and writing sports-related stories as a way to assist new sports editor during his transition into new position.

**Staff Writer:** 2008-2011 **Hispanic Magazine:** Miami, FL

Develop and produce Latin music content on a daily basis for U.S. Hispanic website, including cover stories on Nelly Furtado and Paulina Rubio, respectivly; assisted editor with development of story ideas and calendar updates.

 **Marketing/Media Relations Associate:** 2008-2009 **Gulfstream Park:** Hallandale Beach, FL

Assist with all event production activities, conducted walking tours of park and developed content for in-house newsletter, all for use to market special racing days, including the Florida Derby; collaborated in the writing of in-house commercials and language translations during media sessions with horse jockeys.

**Staff Writer/Contributor:** 2003-2010 **Miami New Times:**  Miami, FL

Produce Latin music content, while creating new niche coverage for alt. weekly publication after attending press junkets, showcases and concerts, among other events; pitched, coordinated and wrote stories for publication, including long-form profiles on Alejandro Fernandez, Gilberto Santa Rosa and Juanes, among other artists.

**Copy Editor/Creative Assistant**: 2006-2007 **Zimmerman:** Ft. Lauderdale, FL

Assist with reseach and details as needed, including managing of advertising schedules and traffic of select campaigns; worked with creative managers of Auto Nation and the Miami Dolphins to ensure alignment of initiatives for production and publication of all ads after approval of editing and grammar.

**ADDITIONAL EXPERIENCE:** Creative MindWorks, Key Biscayne Publishing Group, MDC, VMS (Media Auditing), Miami Herald, Palm Beach Post