

Isis Garcia-Rodriguez

UX Writer | Senior Copywriter | Content Strategist

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PROFESSIONAL SUMMARY

B2B and B2C copywriter, UX writer, and content strategist with over 10 years of combined in-house and freelance experience. Skilled in crafting clear, concise, and engaging copy for diverse formats—from microcopy and UI text to long-form eBooks, blog articles, landing pages, and digital marketing assets. Strong foundation in user-centered design, content strategy, and SEO, with a proven ability to adapt messaging across industries and audience segments.

PROFESSIONAL EXPERIENCE

Web Content Manager — *AJR Creative Works*

Remote | July 2024 – Present

- Manage website content, B2B communication, and internal newsletters
- Conduct content research and develop conversion-driven copy
- Oversee editorial calendars and collaborate across departments

Marketing Coordinator — *Payless ShoeSource*

Remote | Oct 2022 – June 2024

- Wrote compelling B2C copy for digital ads and in-store flyers
- Managed bi-weekly internal newsletters and cross-functional collaboration
- Adapted messaging for multiple audience segments

Senior Copywriter — *ThriveDX (formerly HackerU)*

Miami, FL | Jan 2020 – June 2022

- Created digital content for cybersecurity, UX/UI, and digital marketing brands
- Managed content campaigns and oversaw cross-team deliverables
- Produced paid ads, landing pages, and educational program copy

Freelance Content Marketing Editor — *Clicc Media Inc*

Remote | 2015 – Jan 2020

- Developed SEO-optimized blog posts, web copy, and landing pages
- Maintained content calendars and ensured on-brand messaging for multiple clients
- Create social posts, newsletters, web pages, ebooks, and internal assets for a variety of industries

Freelance Content Manager — *IGarciaWrites.com*

Remote | Aug 2014 – Jan 2020, Aug 2024 – Present

- Created B2B/B2C content including newsletters, blogs, and product pages
 - Handled multi-client workloads across industries and platforms
 - Managed 4 clients simultaneously with varying timelines, content needs, and platforms
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EDUCATION

Miami Dade College — Bachelor of Arts in Communications, 2015

CERTIFICATIONS

- Introduction to UX Writing — Udemy, Sept 2023
 - Introduction to User Experience Design — Coursera, Aug 2023
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SKILLS

Tools & Platforms: WordPress, Salesforce, Mailchimp, Robly, Jira, Monday.com, Slack, Grammarly, FileMaker Pro

Writing & Strategy: UX writing, microcopy, tone of voice, style guides, A/B testing, SEO, brand messaging, e-books, newsletters, video scripts,

Marketing Expertise: Content marketing, funnel strategy, email campaigns, paid advertising, social media management, email marketing, brand marketing, direct marketing, B2B and B2C,

Soft Skills: Cross-functional collaboration, project management, content audits, remote teamwork, attention to detail, quality control, proofreading

PUBLICATIONS

- "[Website Analytics 101: Which Metrics Should We Measure?](#)" — *YFS Magazine*, May 2018
- "[Inside Crystal AirCruises: Beyond First Class](#)" — *Citizens of the World*, Jan 2018