



MARCELA AGREDA

Contact

Portfolio:

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Summary

MS in Mass Comm (Copywriting) from FIU (2025); joint program with Portfolio Program (Copywriting Track) from MAS (2025). BA in Humanities & English from Harvard University (2021; cum laude). Self-published Diary of a Wolf (2016), later adopted into a school curriculum (2017-2020). Fluent in English, Spanish, & French. 8+ years of writing experience.

Special Recognitions

- Harvard Dean's List Academic Achievement Award (2021).
- Self-published Diary of a Wolf, which was later adopted into a school curriculum (2016–2020).
- Gold Medal from the American Association of Teachers of French for ranking #2 in the U.S.A. on The National French Contest “Le Grand Concours 2016” (2016).

Education

Master of Science in Mass Communications (Copywriting)

2024-2025

Florida International University (FIU) – Miami, FL

⇒ Joint program with Miami Ad School’s Portfolio Program

Portfolio Program Diploma – Copywriting Track

2024-2025

Miami Ad School (MAS) – Miami, FL

⇒ Joint program with FIU’s MS in Mass Comm program

Bachelor of Liberal Arts in Humanities & English

2017-2021

Harvard University – Cambridge, MA

Certifications

Google Project Management: Professional Certificate

2024-21-06

Google – Google.com

Digital Marketing Certificate

2023-29-10

Cornell University - eCornell.com

Content Writing Certificate

2023-07-09

Cornell University - eCornell.com

Technical Writing Essentials Certificate

2022-07-10

Alison.com & The CPD Certification Service - Alison.com

Poynter ACES Certificate in Editing

2022-28-06

The Poynter Institute - Poynter.org

NonprofitReady Grant Seeking Essentials Certificate Program**2022-01-02***Cornerstone OnDemand Foundation – NonprofitReady.com***Experience****Copywriter Intern****2025-2025***Ogilvy Miami; Miami, FL*

- Wrote & translated copy for ad campaigns, scripts, & other ad projects to pitch to clients.

Graduate Assistant & Tutor**2024-2025***Center for Excellence in Writing at FIU; Miami, FL*

- Tutored grad students on writing projects through tailored feedback & strategies.
- Co-created writing & rhetoric themed podcast with Pontificia Universidad Javeriana's writing center.

Marketing Assistant & Copywriter**2022-2023***Trans-Oceanic Life Insurance Company; Hato Rey, PR*

- Produced bilingual, SEO-driven marketing content.
- Maintained brand consistency & supported campaigns.
- Managed projects, invoices, & cross-team collaboration.

Communications & Grant Specialist**2022-2022***CyberWarrior Foundation; CyberWarrior.org*

- Wrote & edited grant proposals, social media posts, & marketing content.
- Maintained CRM databases & researched donor opportunities.

Feature Writer / Writing-Journalism Intern**2022-2022***The Borgen Project; BorgenProject.org*

- Authored weekly articles on global poverty for publication.
- Fundraised & advocated for fighting global poverty.

Grant Writing Intern**2022-2022***We Rise 4 Wellness; WeRise4Wellness.com*

- Contributed to wellness-related grant proposals.

Teaching Assistant**2021-2021***William's Community School; Austin, TX*

- Supported classroom activities & individualized learning for special needs students.