

Gianni Vasquez

786-477-1161 > Miami, FL United States

LinkedIn > Digital Portfolio > vasquezgianni2921@yahoo.com

Headline: A versatile and skilled writer/editor with corporate experience and a proven ability to create innovative and engaging content that aligns with a company's brand, marketing, and communication objectives.

Capability: Proficient in drafting, accurate, engaging, and audience-tailored content across various formats while ensuring project alignment with stakeholder-assigned or department-lead content strategy.

Highlight: Former content writer for the number one digital marketing agency in the United States.

Experience: 6 years (mid-level).

Industries: SaaS, B2B, B2C, Franchise, and Telco.

Writing Styles: Creative, Technical, Descriptive, Persuasive.

Teams: Product, Marketing, Graphic Design, CX, Sales Enablement.

Software: WordPress, HubSpot, Smart Sheet, Basecamp.

Projects: Marketing Assets, Product Collateral, Business Communications.

SKILLS & COMPETENCIES

Content Development, Project Management, Web Editing, Technical Writing, SEO Strategy, CMS/CRM, Proofreading, Email Marketing, Document Creation, FAQ/Guide Content, Sales Enablement, Blog Writing, Market Research, Social Media Copy, Data Analytics.

PROJECT EXPERIENCE

Product Specification Sheet > Product Documentation > Hotwire Communications

Created spec sheet for the Fision TV+ Stick device that displays technical specifications of the device to educate the customer of its features, capabilities, and functionality.

PowerPoint Deck > Sales Collateral > Hotwire Communications

Provided the content that led to the drafting of a 20-slide PowerPoint presentation by the graphic design team purposed for the upselling of the eero Plus Subscription package by the sales department.

University Success Story Publication > Customer Success > JAGGAER

Published a 5-page customer case study for Northeastern State University on how their purchasing department improved its efficiency with eProcurement and Invoicing Solutions.

Corporate ESG Report > Sustainability Initiatives > JAGGAER

Published a 61-page ESG report in collaboration with ESG Manager and graphic design team showcasing JAGGAER's progress and commitment toward environmental, sustainability and corporate governance.

CERTIFICATION

HubSpot Academy > Content Marketing Certification (Active) > Virtual

Renewed 2024

EDUCATION

Florida State University > B.A. > Editing, Writing, & Media > Tallahassee, FL

Graduated 2019

Miami Dade College > A.A. > Literature & Composition > Miami, FL

Graduated 2017

WORK EXPERIENCE

Hotwire Communications > Product Copywriter > Miami, FL
Business Description: *Fiber Optic / Telecom Services Company*

April 2024 – August 2024

Collaborated with Engineers, Architects, and the VP of Product to create comprehensive technical documentation, FAQs, and product collateral for internal and external use. Conducted competitor research to enhance advertising strategies and managed email communications through HubSpot to keep clients informed on software and maintenance updates.

JAGGAER > Content Marketing Specialist > Morrisville, NC
Business Description: *Digital Procurement Software*

September 2022 – September 2023

Developed engaging content across blogs, emails, landing pages, customer case studies, and website pages, collaborating closely with product, marketing, design, and sales teams. Contributed to white papers, presentations, brochures, and social media, while working with videographers on customer videos and scripts under the guidance of the Content Director.

Franchise Creator > Content Writer & Website Editor > Kendall, FL
Business Description: *Franchise Consulting Firm*

June 2020 – October 2020

Produced blog articles and website copy for franchise industry clients, managing content deliverables through CMS software and optimizing web pages with the Beaver Builder WordPress plugin. Collaborated with the Chief Technology Officer on process improvements and created design work orders for client websites using PENJI design software.

SELF-EMPLOYMENT

On the Map Marketing, Inc. > Content & Web Copywriter [Freelance] > Miami, FL
Business Description: *The #1 U.S. Digital Marketing Agency*

December 2020 – March 2023

- Created content using keyword planning, audience classification, and client data.
- Utilized writing, editing and proofreading skills to produce error-free content.
- Evaluated web copy requirements and content briefs for project direction.
- Conducted research on assigned topics and industry type for content ideation.
- Implemented quality assurance of content assets using proofreading software.

MENTORSHIP & TRAINING

DeVoe L. Moore Center > Staff Writer [Internship] > Tallahassee, FL
Business Description: *Florida's Public Policy Research Institute*

January 2018 – August 2019

- Received mentorship from Program Director in refining my editing and writing abilities.
- Wrote about social enterprises that focused on philanthropy, education, and corporate responsibility.
- Created several newsletters and reports on the internship program and student highlights.
- Collaborated with the editorial team to draft new blog ideas for publication on the website.
- Attended monthly workshops on business topics, research strategies, and content creation.

ACCOMPLISHMENTS

Foundations of Leadership Certificate, American Dream Scholarship Recipient, Apprentice of The Reporter Student Magazine, National Society of Leadership & Success Member, Minor Studies in Philosophy/Law.

METRICS & KPIS

Content Quality, Target Audience Engagement, Conversion and Lead Generation, SEO Performance, Customer Journey Optimization, Information Library Improvement, Content Distribution and Reach, Call-to-Actions (CTAs), Click-Through-Rates (CTRs), Brand Authority, Editorial Approval, Social Post Impact, Client Satisfaction, Content Volume, Readership Growth, Marketing Campaign Contribution.