

Verónica Lameiro

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Bilingual | Communications Professional

PROFESSIONAL EXPERIENCE

Miccosukee Advertising and Promotions Agency (MAPA)

Miami, FL

Copywriter

Aug. 2020 - present

- Write focused, creative, and engaging copy for a range of marketing and advertising projects in both English and Spanish
- Create taglines and slogans for brochures, websites, and other promotional materials
- Proofread copy provided by other departments for various projects
- Create and edit all content for menus, guest directories, and internal department needs
- Manage social media accounts for all Miccosukee Tribe of Indians' enterprises
- Coordinate, produce, and write scripts for video shoots to promote enterprises
- Record voiceover tracks for promotional videos

VA Claim Pros

Isabela, PR

Medical Writer

Oct. 2019 – Aug. 2020

- Interview Veterans to gain insight on their medical conditions, how they were injured in service, and how these conditions are impacting their life
- Write lay statements on the Veteran's behalf to submit to the VA in order to get service-connected benefits for their medical conditions which occurred or progressed during active-duty military service
- Obtain current and past medical history, document chronicity of the Veteran's condition, and details about military service
- Write medical texts pertaining to the Veteran's specific medical condition
- Interpretation of medical terminology and anatomy
- Utilization of 38 Code of Federal Regulations

MedRisk Inc.

King of Prussia, PA

Customer Advocate

Apr. 2018 – Apr. 2019

- Managed multiple workman's compensation claims and monitored case status by confirming patient attendance with network providers, addressing any concerns regarding compliance
- Provided customer service skills via phone, fax, and email
- Transferred all case-related information to MedRisk's database, organized related documents, and provided written documentation to ensure consistent communication internally and with external clients

Disney ABC Television Group

Philadelphia, PA

Associate Producer

Oct. – Dec. 2017

- Responsible for the production of segments for a fast-paced, magazine-style show featuring entrepreneurs, restaurateurs, and artisans in Philadelphia, Pennsylvania
- Involved in coordinating video shoots, including interviewing and booking talent and crew, field production and scriptwriting
- Logged all footage and supervised the editing process of packages

Comcast Cable

Philadelphia, PA

Production Manager – Xfinity Latino Entertainment Channel

Dec. 2015 – Aug. 2017

- Led a production team in relaunching a promotional channel and implemented strategies to successfully increase viewership by 37% over the previous year
- Managed production, from concept to delivery of final show, and created programming calendar
- Oversaw execution of Latino programming and product priorities across promotional platforms
- Produced weekly show segments including identifying, developing, and coordinating creative elements, production assets, and talent
- Produced in-studio segments; coordinated and executed remote shoots and guest interviews

Univision Communications

Miami, FL

News Producer – Sábado Gigante

Sep. 2007 – Sept. 2015

- Researched and produced human interest stories for a television variety show, including segments focused on immigration, family reunions, and newsworthy events
- Interviewed and booked guests for journalism segments
- Directed and coordinated logistics for scheduled recordings, in both Latin America and the United States
- Interviewed renowned musical artists to gain insight and updates on new or future projects/releases
- Produced content for various reality talent competitions
- Directed and supervised editing process of entertainment packages and news pieces
- Produced and managed content for social media platforms

Yahoo! Latin America

Miami, FL

Entertainment Editor

Aug. 2006 – Sept. 2007

- Developed and created content for entertainment sections for the United States and Mexico; participated in production of music programs
- Supervised promotional campaigns; ensured there were trailers and clips for upcoming features
- Interviewed talent, carried out negotiations with record labels regarding the promotion of new musical artists
- Cooperated with entertainment writers, assigning stories, checking progress, and assisting with creative writing improvements

MTV Networks, Latin America

Miami, FL

New Media Editor

Oct. 2005 – Aug. 2006

- Created artists' biographies, music reviews, translations, and interview transcriptions
- Generated new ideas, while producing multimedia and interactive content, writing articles covering different subjects
- Coordinated website content; digitized video content for uploading to the system

EDUCATION**Master of Science in Journalism and Mass Communications**

Miami, FL

Florida International University

2006

Bachelor of Arts in Communications

Río Piedras, PR

University of Puerto Rico

2005