



DIEGO ROMAN

ABOUT

Creative, detail-oriented digital content professional with 10+ years of experience in content strategy, SEO copywriting, and editorial leadership. Proven success managing publishing calendars, optimizing website performance, and leading content creation aligned with brand voice and business goals. Adept in SEO tools (SEMrush), CMS (WordPress), and creative platforms (Photoshop). Passionate about crafting compelling content experiences that drive engagement and conversion.



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Miami, FL / Location Independent

LANGUAGES

English - Native Speaker
Spanish - Native Speaker

EDUCATION

BSBA International Relations & Geography
Florida International University | Miami, FL

CORE SKILLS

Digital Content Strategy
SEO
Website Copywriting
Paid Media Reporting
CMS Management
Editorial Leadership
Content Calendar Management
Email Marketing
Brand Voice Development
Hospitality & Lifestyle Marketing

TECHNICAL SKILLS

Photoshop
SEMrush
Slack
WordPress
SEO Copywriting
Keyword Research

ATTRIBUTES

Reliable & Professional
Patient
Time Management
Self-Starter & Highly Motivated
Problem Solver
Quick Learner
Travel Enthusiast

WORK EXPERIENCE

FIRESTARTER LLC

Senior Content Editor for Thisiswhyimbroke.com | Fully Remote | November 2022 - March 2024

- Led content strategy and editorial direction for high-traffic affiliate website, curating unique products and experiences to engage a global audience.
- Managed freelance writers, ensuring content quality and consistency.
- Conducted keyword research and implemented SEO best practices to increase organic traffic.
- Analyzed website analytics and user feedback to identify content trends and opportunities for optimization.

Content Editor | Fully Remote | October 2018 - October 2022

- Managed content calendars and publishing schedules to ensure timely delivery and consistency of content updates across all channels.
- Produced and optimized content for various travel and lifestyle brands, enhancing online visibility and user engagement.

Copy Writer | Fully Remote | March 2012 - September 2018

- Wrote engaging product descriptions and promotional content for e-commerce platforms.
- Crafted email campaigns and newsletters to drive customer engagement and sales.

GEEKS ON SITE

Human Resources Coordinator | Lima, Peru | February 2011 - April 2012

- Responsible for overseeing the hiring and termination process of onsite computer technicians which involved managing job postings, screening potential candidates, and conducting virtual interviews.

SWISSPORT

Customer Service Agent | Miami, FL | February 2007 - June 2010

- Provided front-line service for international airline passengers, ensuring a seamless travel experience.
- Collaborated with ground staff to facilitate efficient boarding and departures.

INDEPENDENT CREATIVE & PROFESSIONAL DEVELOPMENT

Remote | May 2024 - Present

- Wrote and am currently self-editing a novel.
- Balanced professional growth while being a full-time stay-at-home dad.