

Isa Traverso-Burger

ACD | COPYWRITER

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Awarded multicultural creative professional who develops concepts through storytelling and content creation (broadcast, print, retail, digital). Blessed with excellent people skills in all environments. Resourceful, deadline-driven, technically proficient Bilingual Copywriter. Strategic thinker who identifies public relations opportunities as a hobby. Adapts to circumstances with poise and wit. Queen of headlines, scripts, manifestos and active in social media. Responsible, genuine and reliable. Secretly wants the challenge of being a Script Supervisor in a Woody Allen film.

Agency work

Associate Creative Director	Captura Group	San Diego
Sr. Bilingual Copywriter	OneTen Creative	Denver
Freelance Sr. Copywriter	Havas Worldwide	Chicago
Copywriter	The Integer Group	Denver
Freelance Copywriter	mcgarrybowen	Chicago
Freelance Social Media Writer	Razorfish	Chicago
Bilingual Proofreader Bilingual	DraftFCB	Chicago
Copy/Proof Freelance	Lapiz/Leo Burnett	Chicago
Copywriter	Discovery Network	Miami
Freelance Bilingual Proofreader	The Bravo Group	New York

Clients

Sierra Club	digital, broadcast, print
Kellogg's Keebler, Pringles and Cheez-It	social and digital
DISH/DishLATINO	360
Sabbatical Entertainment	scriptwriting (TV)
Nature's Own	broadcast
DanoneWave	corporate video
Xfinity Latino Entertainment Channel	scriptwriting (TV)
AutoZone	broadcast
Hefty	broadcast
Cracker Barrel	broadcast
Sears	broadcast, print, retail
DishLATINO's World Cup 2014	360
MillerCoors	retail
LALA (CPG)	retail, social, experiential, print
Red Robin	retail, print, direct response, OOH
Disney	broadcast
Kraft	OOH, print
Conagra	shopper
KimberlyClark	broadcast, shopper
Capri-Sun	social
Koolaid	social
State Farm	direct Mail, OOH, broadcast
Kmart	direct Mail, OOH, broadcast
BCBS	print
VW	print, OOH
Taco Bell	direct mail, broadcast
Sharpie	print
Allstate	print
Orange Bowl	live event broadcast copy
Go! TV	scriptwriting, manifestos
Locomotion TV	on-air promo writer, dubbing, subtitles
Planeta (Vix.com)	content producer

Education

B.A. in Mass Communications

Loyola University - New Orleans

Enhancing Your Communication

Loyola University - Chicago—Continuum

Digital Marketing Certification

General Assembly - Denver

Achievements

- Scripted a Celia Cruz documentary that won a regional Emmy award
- Publications: Chicken Soup for the Recovering Soul, Produ.com, Hungry City Guides Miami and Chicago, Quericavida.com, Sierra Club, Mamiverse.com, among others
- Translated to English the movie script Secuestro Express later produced by Miramax
- Produced and performed in the top radio station in Caracas, Venezuela
- Scripted "El Juego Bonito" (EFFIE finalist) which crossed over to general market, exceeding expectations
- Experience with CPG, shopper, digital, telecom, insurance, health, and MLB
- Became a vegetarian in 1991 when it was not yet trending and that's an achievement

Skills

- Content management systems and online community management
- Facebook, Twitter, LinkedIn, Tumblr, Instagram, WordPress, Pinterest, YouTube
- Email marketing, digital advertising, social media, content creation and A/B testing
- B2C and B2B projects, including brand partnerships and guidelines for employees
- Proofreader/translator ensuring consistency, accuracy, tone and brand voice
- Native Spanish & English (spoken and written)