

Awarded multicultural creative professional who develops concepts through storytelling and content creation. Blessed with excellent people skills in all environments. Resourceful, deadline-driven, technically proficient. Strategic thinker who identifies public relations opportunities as a hobby. Queen of headlines, scripts, manifestos and active in social media. Responsible, genuine and reliable.

AGENCY WORK

Copywriter

Publicis Sapient, New York

Bilingual Copywriter

RPA, Los Angeles

Associate Creative Director

Captura Group, San Diego

Sr. Bilingual Copywriter

OneTen Creative, Denver

Sr. Copywriter

Havas Worldwide, Chicago

Copywriter

The Integer Group, Denver

Copywriter

mcgarrybowen, Chicago

Bilingual Copywriter

Tris3ct, Chicago

Social Media Writer

Razorfish, Chicago

Bilingual Proofreader

DraftFCB, Chicago

Bilingual Copy/Proof

Lapiz/Leo Burnett, Chicago

Copywriter

Discovery Network, Miami

Bilingual Proofreader

The Bravo Group, New York

Copywriter

ORCI Bilingual, Los Angeles

Sr. Bilingual Copywriter

Potter Ruiz, Boston

CLIENTS

Sierra Club, Corteva, Honda, Acura, Michelob Ultra, Stella Artois, ampm, Mass Save, Kellogg's Keebler, Pringles and Cheez-It, DISH/DishLATINO, Sabbatical Entertainment, Nature's Own, DanoneWave, Xfinity Latino Entertainment Channel, AutoZone, Hefty, Cracker Barrel, Sears, DishLATINO's World Cup 2014, MillerCoors, LALA, Red Robin, Disney, Kraft, Conagra, KimberlyClark, Capri-Sun, Koolaid, State Farm, Kmart, BCBS, VW, Taco Bell, Sharpie, Allstate, Orange Bowl, Gol TV, Locomotion TV, Planeta (Vix.com)

ACHIEVEMENTS

- Scripted a Celia Cruz documentary that won a regional Emmy award
- Publications: BienestarDC.com, Chicken Soup for the Recovering Soul, Produ.com, Hungry City Guides, 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
- Became a vegetarian in 1991 when it was not yet trending and that's an achievement

SKILLS

- Strategic thinker and expert in multicultural audiences
- 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)

EDUCATION

B.A. in Mass Communications
Loyola University, New Orleans

Enhancing Your Communication
Loyola University, Chicago

Digital Marketing Certification
General Assembly, Denver