

INIGO GONZALEZ

Writer. Storyteller. Content Marketer
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HARD SKILLS

writing & editing, copywriting, content strategy, data analysis, competitive intelligence, podcasting

SOFT SKILLS

storytelling, world-building, introspective, team player, adaptable, problem solver, critical thinker, organized

APPLICATION SKILLS

MS Office, Google (Docs, Drive, Analytics, AdWords, Webmaster Tools, Admin), CMS (Wordpress, Drupal, Joomla), Adobe CC (Au, Ic, Ps, Pr), Audacity, Evernote, Final Draft, Scrivener, Balsamiq Mockups, Sublime Text, Git

PASSIONS

tabletop role playing, podcasts & podcasting, dungeon/game mastering, writing at 2am, painting, dreaming, creating

EXPERIENCE

The Penumbra Extinction - Writer & Podcaster - Mar 2016 to Present

This is an actual-play podcast which I release weekly. It's my biggest passion, and I've plans to expand it beyond just a podcast. Slated for future release are a series of three interactive fiction novels, as well as streaming the raw gaming session live over Twitch. Its social media presence is growing, and I hope to start monetizing everything around Q3 2017.

Links:

[Website](#)
[Facebook](#)
[Twitter](#)
[Twitch](#)

Self Employed - Content Marketer - Oct 2015 to Present

Helped brands further their voice through the creation of fresh, engaging, and relevant content. Persona-focused content coupled with competitive data analysis and a healthy dose of paid boosting does wonders for brand awareness.

Achievements:

- Have worked on personas, content strategies, individual activations, and quick edits
- Advised on SEO and SEM activations
- Improved cost efficiency of social advertising through more refined targeting, copy, and imagery

Skills Used:

Whatever is needed

Zooka Creative - Copywriter & Digital Content Editor - Jun 2013 to Feb 2016

Created, strategized, managed, curated, and published a wide range of fresh, relevant, elevated content for various billion-dollar global brands. This content included articles, mobile apps, social media posts, infographics, videos, promotions, email newsletters & more.

Achievements:

- In certain cases, doubled organic reach via SEO & content activations
- Increased a brand's visibility on their YouTube channel by over 50% via SEO optimization
- Refined and streamlined copy and user experience for multiple branded mobile apps

Skills Used:

Copywriting & editing, screenwriting, content strategy, content creation, SEO/SEM, CMS management, analytics, reporting, competitive intelligence, influence marketing, UI/UX, wireframing, information architecture, A/B testing, iOS & Android app development (copy & content)

SSCI, Inc. - Web Interface Designer - Oct 2010 to Dec 2012

Led the design & front end web development of the web interface of the Consular Consolidated Database, a system used by the US State Department to handle citizens abroad and immigrants seeking entry. It is used globally by millions, daily.

Achievements:

- Used UI/UX practices to design a human-friendly interface, resulting in an 80% favorability rating
- Improved CCD interface response rates by roughly 50% with tighter, leaner scripting

Skills Used:

Web design & development, html, css, javascript, jquery, UI/UX, wire framing, information architecture

InfoRelay Online Systems Inc. - Marketer, Designer, and Linux Sys Admin - Aug 2007 to Sep 2010

Helped create and manage web, print, and graphic design assets. Also helped create, or consulted with, company-first marketing videos, professional pamphlets, and signage.

Achievements:

- Increased brand visibility via modern design, SEO-friendly copy, and cleaner interfaces
- Deployed web servers from scratch: built hardware, configured LAMP, then racked them in datacenters.

Skills Used:

Copywriting & editing, SEO/SEM, CMS installation & management, web design & development, print design, system administration, web server installation, router configuration

Everything else - 1996 to 2007

writer, filmmaker, screenwriter, copywriter, SEO advisor, designer, developer, camera operator, film editor

EDUCATION

Gibbs College: Vienna VA - Visual Communications 2002

NVCC: Sterling VA - Business Administration and Management 2001

UNITED STATES SECURITY CLEARANCE

secret, inactive, valid to 2021