

Art Benavidez

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PROFESSIONAL EXPERIENCE

Virtual Builders Exchange, Senior News Editor/Social Media Manager, Aug. 2020-April 2023;
Remote April 2023-March 2025

- Created online content articles concerning the development of multimillion/multibillion construction projects in Texas, still in the design phase, that
- Catered content to subscribers of VBX's plan room service and copy to bring in more subscriptions to the company's plan room service.
- Deciphered technical writing specs into readable, relatable stories for subscribers and readers on the website.
- Utilized HTML/CSS coding.
- Began managing the company's dormant social media channels, increasing my following and raising brand awareness (Facebook/LinkedIn) by 100 percent and 300, respectively. Created a social media blueprint for the company to use upon departure.
- Responded to reviews and questions on Google and social media channels.
- Designed company style guide on how to craft engaging articles, content, and social media posts.
- Posted AP-style SEO content/stories on WordPress and used UX design to optimize user experience with tags, slugs and excerpts on many platforms.
- Launched engaging copywriting for email blasts, social media posts, and digital ads.
- Cultivated relationships with city officials, developers, and general contractors to obtain information on projects in various phases of development.
- Authored biweekly email blasts/newsletters.
- Crafted, deployed and maximized innovative social media ads for brand awareness and lead generation.
- Composed keyword-specific utilizing SEMrush, personable SEO blogs related to virtual plan room services to increase SERP and webpage visits.

Franklin Archer, Remote Reporter/Lead Generator, July 2021- December 2024

- Authored various stories (breaking news, municipal meeting, sports, features, etc.) for a range of digital publications throughout the country.
- Conducted interviews, crafted copy, researched information, and pitched stories.
- Wrote and found leads for stories often ranked in the most popular read items section.
- Contributed artwork (photos) to accompany each story submitted for publishing.
- Penned 30-40 articles weekly.
- Monitored social media accounts of sources for possible news stories.
- Generated article leads for other reporters to write.

- Adhered to weekly and monthly publication quotas for various outlets.
- Active in communicating with coworkers/supervisors via Slack to make posting of stories, communication as efficient as possible.

Rush Enterprises, Communications Coordinator, Sept. 2023-Dec. 2023

- Managed daily, weekly, and monthly content updates to the website intranet portal to keep employees informed on company endeavors.
- Wrote and edited content from all areas of the business. Kept employees up to date on important company news, employee engagement initiatives, promotions and operations concerning the company.
- Spearheaded efforts on writing articles, building and reviewing internal emails, including working with the graphics department for story artwork and re-branding email catalog.
- Served as primary communications liaison with corporate departments such as Ethics & Compliance, Human Resources, Benefits, IT, and others with recurring communications (email, intranet, printed materials, etc.) to all employees. Produced five intranet articles via SharePoint, five or more internal emails and multiple print or digital projects weekly.
- Supported Director of Communications and other leaders on significant communications efforts, including public relations, industry presence, employee events and more.
- Assisted Marketing-Communications team during two significant employee events.
- Utilized Monday.com to submit graphic requests and keep track of projects until they were sated.
- Used the software SharePoint to post employee, company, and department stories on the company's website. Updated department/employee information on company website.

Cobalt Digital Marketing, Remote Bilingual SEO Blog Writer, March 2020-December 2020

- Focused on writing clear, coherent 500-1,500-word blogs, in English and Spanish, to help drive organic website traffic and produce robust SERP for a wide range of clients' websites, from lawyers to real estate companies.
- Conducted earnest, extensive research on topics and relevant keywords using SEMrush to help craft persuasive SEO Blogs.
- Utilized breaking news to help transition into topics (i.e. tractor trailer crash, personal injury, police chases) into relevant, articulate SEO content for lawyer websites.
- Dedicated to collaborating weekly with managers to develop content topics, marketing calendar, and upcoming projects.

World Car Auto Group, Marketing Manager/Editor, Sept. 2014-Jan. 2020

- Devised features, in English and Spanish, on cars, auto-related trends, and customer/employee profiles to elevate brand awareness/advocate for company wins.
- Supported marketing campaign execution, optimization from start to finish.
- Orchestrated a \$50,000 monthly budget to run Facebook dynamic, brand awareness, traffic ads. Also ran organic and fluff posts that generated foot traffic into our dealerships and added social media followers on Facebook, Instagram, and Twitter.

- Kept track of Google analytics to see impact of posts, content, and what web pages were working or needed updating.
- Spearheaded effort to utilize relevant landing pages to help website optimization.
- Edited other writers' stories for our blogs and social media posts focusing on SEO using Google keyword planner.
- Uploaded stories, and graphics, via various platforms Cobalt, WordPress, Canva, Sprout Social, Gimp and DigiGo.
- Used Asana to publish social media content. Used Canva to make graphics for social media.
- Controlled, and inscribed, on social sites for World Car's brands (Nissan, Mazda, Hyundai, and KIA) through Facebook, Twitter, and LinkedIn. Responded to customer messages/inquiries. Increased followers.

Snyder Daily News, Reporter, Aug. 2013-Sept. 2014

- Breaking news coverage (fire, shootings, car crashes, wetaher etc.)
- In-depth features on local community members
- Took and submitted engaging artwork (photos) daily.
- Sent pages to print via InDesign.
- Covered Scurry County Commissioners Court
- Reported on local events.
- Covered police blotter.
- Familiarity with police and fire codes while listening to scanners for breaking news within the community.
- AP style writer

EDUCATION

University of Texas Rio Grande Valley, Edinburg, Texas Jan. 2001-May 2005

- BA Communications-Journalism
- Minor: English
- Creative Writing Club
- Environmental Awareness Club
- UTRGV Center for Student Involvement

SKILLS

Devices: MAC computers, PCs, copiers, smartphones, printers

Software: Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Analytics, Google Drive, SharePoint, Monday.com, WordPress, Weebly, Gimp, Slack, Canva, Clipchamp

Social Media: Facebook, Twitter, YouTube, LinkedIn, Instagram