

Art Benavidez

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PROFESSIONAL EXPERIENCE

Virtual Builders Exchange, Senior News Reporter/Editor/Social Media Marketing Manager,
Aug. 2020-April 2023

- Wrote creative online content articles on the Central Texas region concerning the development of multimillion construction projects still in the design phase that catered to subscribers of VBX website service. Used technical writing to translate construction specs into readable content.
- Managed and organically grew the company's social media channels (Facebook/LinkedIn) twofold and threefold. Cultivated social media blueprint.
- Wrote a blueprint on how to write articles, content, and social media posts.
- Used engaging copywriting for email, social media posts, and ads.
- Built relationships with local city officials, developers, and general contractors in order to obtain information on projects in various phases of development.
- Thoughtful biweekly email blasts/newsletters.
- Crafted, deployed, and maximized innovative social media ads for brand awareness and lead generation.
- Wrote keyword specific, personable SEO blogs related to virtual plan room services to increase SERP and webpage visits.

Advantage Informatics, Remote Part-Time Reporter, July 2021-Feb. 2023

- Wrote a variety of stories for a range of publications from across the country.
- Conducted interviews, crafted stories on numerous subjects (from civil, breaking news, sports, government etc.) for stories.
- Contributed artwork (photos).
- Wrote 30-40 articles on a weekly basis.
- Active in communicating with coworkers/supervisors via of Slack.

Cobalt Digital Marketing, Freelance Bilingual SEO Blog Writer, March 2020-Nov. 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 client's websites, from lawyers to real estate companies.

- Conducted earnest, extensive research on topics and relevant key words 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.

New Image Marketing Agency (World Car San Antonio), Social Media Marketing Managing Editor, Sept. 2014-Jan. 2020

- Wrote features, in English and Spanish, on cars, auto-related trends and customer/employee profiles.
- Utilized 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, along with adding social media followers on Facebook, Instagram and Twitter.
- Used Google analytics to see impact of posts, content and what web pages were working or needed updating.
- Brought a passionate zeal to utilize relevant landing pages to help website optimization.
- Edited other writer's stories for our blogs and social media posts focusing on SEO using Google keyword planner.
- Uploaded stories, and graphics, via of various platforms Cobalt, WordPress, Canva, Sprout Social and DigiGo.
- Used Asana to publish social media content. Used Canva to make graphics for social media.
- Controlled, and wrote, on social sites for World Car's brands (Nissan, Mazda, Hyundai and KIA) through Facebook, Twitter and Google Plus. Responded to customer messages/inquiries. Increased followers.
- Familiar with Yahoo and AP style guide
- Multifaceted with knowing what works social media management

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

- Breaking news coverage (fire, shootings, death, crashes, etc.)
- In-depth features on local community members
- Artwork (photos)
- Sent pages to print via InDesign
- Covered Scurry County Commissioners Court
- Reported on local events
- Covered police blotter
- Familiar with police and fire codes while listening to scanner for breaking news within the community
- AP style writer

SouthEdge Magazine (www.southedgemag.com) April 2012-April 2014, Freelance Reporter, Brownsville, Texas

Men's Rio (www.mensrio.com) Freelance Reporter, McAllen, Texas November 2012-Jan. 2014
Freelance Reporter

- Extreme sports
- Dining
- Bios
- Killer Bees articles (Hockey)
- Fantasy football
- Fishing

The Monitor (*Rgvsports.com*), **956Sports.com** Freelance Reporter, McAllen, Texas. February 2012-Sept. 2012

- Covered girls and boys high school sports within a two-hour deadline after event was held, interviewed coaches and athletes who were crucial to outcome of coverage

EDUCATION

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

- BA Communications-Journalism
- Minor: English
- UTRGV Creative Writing Club

SKILLS

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

Software: Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Analytics, Google Drive, WordPress, Cobalt, Weebly, Gimp, Slack, Canva

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

