

ART BENAVIDEZ

JOURNALIST/SOCIAL MEDIA SPECIALIST

CONTACT

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San Antonio

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SKILLS

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

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

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

EDUCATION

University Texas Rio Grande Valley

2001-2005

BA in Communications-Journalism

PROFILE

Journalist, content creator and social media marketing guru with over 10 years of experience. Adept at research, interviewing, crafting compelling stories, along with creating and executing successful social media campaigns, developing engaging content, analyzing and reporting on campaign performance, and staying up to date with the latest trends and best practices in social media marketing. My goal is to remain in the communications industry — reporter or content creator — while writing compelling copy, increasing brand awareness, engagement, and driving traffic to company website, while enhancing the bottom line.

EXPERIENCE

Metric Media, Remote
Journalist/Lead Generator

2021-2024

- Authored a variety of stories (breaking news, municipal meeting, sports, features, etc.) for 40 digital publications throughout the country.
- Conducted interviews, crafted copy, researched information and pitched stories on 100% of stories.
- Wrote and found leads for stories that ranked 75% of the time in the popular read items section.
- Contributed artwork (photos) to accompany each story submitted for publishing.
- Penned 30-40 articles on a weekly basis.
- 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 efficient.

Virtual Builders Exchange, San Antonio/Remote
Journalist/Social Media Manager

2020-2024

- Created online content articles concerning the development of multimillion/multibillion construction projects in Texas, in the design phase, that catered content to subscribers of VBX's plan room service, along with copy to bring in more subscriptions to company's plan room service.
- Deciphered technical writing specs into readable, relatable stories for subscribers and readers to website.
- Utilized HTML/CSS coding.
- Began managing the company's dormant social media channels, increasing following, raising brand awareness (Facebook/LinkedIn) 100% and 300%.
- Created a social media blueprint for the company to use.
- Responded to reviews and questions on Google and social media channels.
- Designed company style guide 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 on a multitude of platforms with tags, slugs and exerts.
- Launched engaging copywriting for email blasts, social media posts and digital ads.
- Working relationships with city officials, developers, and general contractors in order 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.

Rush Enterprises, New Braunfels

Communications Coordinator

Sept. 2023-Dec. 2023

- Managed daily, weekly and monthly content updates to 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 to re-brand catalog of emails.

- 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.
- Supported Director of Communications and other leaders on important communications efforts, including public relations, industry presence, employee events and more.
- Assisted Marketing-Communications team during two large 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 company's website.
- Updated department/employee information on company website.

Cobalt Digital Marketing, Remote

SEO 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 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.
- Found keywords on Semrush, Google keyword planner
- Dedicated to collaborating weekly with managers to develop content topics, marketing calendar, and upcoming projects.

World Car Auto Group, San Antonio

Social Media Manager

Sept. 2014-Jan. 2020

- Wrote 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.
- Analytics reporting.
- Orchestrated a \$50,000 monthly budget to run Facebook dynamic, brand awareness, traffic ads.
- Ran organic and fluff posts that generated foot traffic into our dealerships, along with adding 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 writer's 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 Google Plus.
- Responded to customer messages/inquiries.
- Increased followers on company's social media channels.

Snyder Daily News, Snyder, TX

Journalist

Aug. 2013-Sept. 2014

- Breaking news coverage (fire, shootings, death, crashes, 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/scanner.
- Familiar with police and fire codes while listening to scanner for breaking news within the community.
- AP style writer.