



FELIPE BENAVIDES

Copywriter/Content Writer

CONTACT

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Oceanside, CA 92056

EDUCATION

ASSOCIATE IN ARTS: LIBERAL ARTS EMPHASIS IN SOCIAL AND BEHAVIORAL SCIENCES

2016

Mira Costa College
Oceanside, CA

COMPUTER SKILLS

Microsoft Office Suite
Adobe Photoshop
Basic HTML
Wordpress
MailChimp
Hubspot
MOZ

PORTFOLIO

<https://www.felipepbenavides.com/>

ABOUT

Professional. Creative. Copywriter. Over 15 years of experience in Marketing and Creating Content for B2C and B2B Businesses. Content for Web and Print, SEO Content, Articles, Ad Copy, Blogs, Press Releases, Email Campaigns, White Papers, Product Copy, General Copywriting.

CORE QUALIFICATIONS

Marketing Writer
Digital and Print Copywriter
SEO Content
Ad Copy
Editing
Blogging
Product Description

Email Marketing Campaigns
Press Releases
Bilingual (English and Spanish)
Google AdWords
Excellent Research Skills
Quality Control

EXPERIENCE

FREELANCE COPYWRITER/CONTENT WRITER

Self-employed | 2012 - Current

- Marketing writer including SEO Content, Sponsored Content Articles, Blogs, Press Releases, Ad Copy, Product Descriptions, Employee Biographies, Email Campaigns.

COPYWRITER/CONTENT WRITER

Moon Valley Nurseries | August 2016 - August 2018

- Marketing content writer - Sponsored Content Articles for Print and Digital, Blogs, Press Releases, Ad Copy, Employee Biographies, SEO Website Pages, Product Copy
- Helped to improve company brand visibility on the top SERPs with excellent quality, original SEO content
- First year worked as Freelance Contract Writer, hired full-time August 2017
- Quality Control

COPYWRITER

Genica Corporation | 1998 - 2011

- Ad Copy for B2C and B2B
- Helped increase sales through numerous practices including SEO
- Evaluated new merchandise to help build relationships with reputable vendors
- Worked with inventory and sales teams to ensure purchase orders were complete
- Created ads for new merchandise highlighting uses, specifications and requirements