



FELIPE BENAVIDES

Copywriter/Marketing

EXECUTIVE BIO

I am a copywriter/content writer and have been in the industry since 1998. I have been an in-house writer for B2B and D2C companies, and have worked on several freelance projects for many clients.

AREAS OF EXPERTISE

- Copywriting
- SEO content
- Email Marketing
- Mailchimp
- Bilingual (Spanish and English)
- Wordpress Experience
- Knowledgeable with Adobe Photoshop
- Creative

CONTACT DETAILS

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Portfolio: www.felipepbenavides.com

CAREER HISTORY

COPYWRITER

Independent Contractor at Ignite Visibility
October 2018 - Current

- Ghostwriting SEO copy, blogs, website content pages, product descriptions
- Made sure that clients' marketing targets are met

IN-HOUSE COPYWRITER

Moon Valley Nurseries
August 2016- August 2018

- Created sponsored content articles for newspaper and magazine publications, blogs, press releases, product descriptions for e-commerce website, employee biographies for website, SEO web pages
- Quality control for graphic projects and gave suggestions on all project phases and brand awareness

MARCOM WRITER

Genica Corporation (Computer Geeks, Evertek)
1998- 2011

- Created ads for new merchandise highlighting uses, specifications and requirements
- Helped increase sales through numerous practices, including SEO
- Evaluated new merchandise to help build relationships with vendors

ACADEMIC BACKGROUND

MIRA COSTA COLLEGE

AA in Social and Behavioral Sciences
2016