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Personal Food Blog: <http://coffeeanddoughnuts.net/>

Portfolio website: <https://melalozano.journoportfolio.com/>

## Summary

Flexible, fast learning content writer/ marketing analyst with nearly two years of experience. Currently working in a startup tech company. Looking to break into new industries and fields and fill more challenging roles. With a B.A. in professional/technical writing I have excellent written and verbal communication skills.

## Technical Skills

- Copywriting/editing/proofreading
- Extensive knowledge on team chat and SAAS software
- Market research and analytics
- Extensive experience in WordPress
- Extensive SEO knowledge and tracking
- SEMRush
- Google Analytics
- Google Ads
- Google Keyword planner
- Google Search Console
- Extensive knowledge on Keyword research
- SERP
- Browser Extension: Mozbar, SEOquake, Clearbit
- Research and analysis
- Product growth planning
- SalesHandy
- Canva
- Buffer
- Hootsuite
- Video editing and creation: Davinci Resolve and OBS
- Microsoft Office Suite, Office 365
- GSuite
- Social Media Manager: Twitter, Instagram, Facebook, Reddit, YouTube, and LinkedIn
- Stress test various workflow and community platforms
- Workflow and Community platform: AirSend, Discord, Slack, Microsoft Teams, GSuite, Chanty, Cisco WebEx, Jitsi, Zoom, SquidHub, Zulip, Riot.im, Flock, Fleep, MatterMost, Wire, Rocket.Chat, Telegram, Facebook Workplace, Ryver, Glip, Jostle, Gitter.im, Flowdock, Convo, Proofhub, Asana, Twist, Troop Messenger, Hangouts, Pidgin, Mumble, TeamSpeak, Skype
- Works well in team environments and autonomously

## Work Experience

**Code Lathe**

**November 2019 – Current**

**Copy Editor/Writer/Marketing Associate/SME/ Head of Influencer Outreach**

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- Write content on productivity, remote work, technology, SAAS, team chats, and product updates
- Work with SME to copywrite/edit website feature pages to simplify the content for the target audience
- Write content for landing pages, blog posts, video scripts, emails, and newsletters

- Research and Analysis on latest technology trends/ SAAS trends/ SEO and Keyword trends
- Plan and write content for web publishing, emails, and product messaging
- Lead content creation projects across the company
- Social Media Manager: Twitter, Instagram, Facebook, Reddit, YouTube, and LinkedIn
- Experience using Canva, Buffer, and HootSuite for social media management
- Conducted growth plans- email campaigns, user research/surveys
- Turn product requirements into a clear and engaging story for customers (including UI labels, emails, and online copy)
- Create Ad campaigns through Google Ads and Google Ads optimization
- Create and edit YouTube videos
- Ensure content has a consistent style, tone, and approach
- Create presentations for partners and customers explaining product features
- Interview product teams and research topics to write whitepapers
- Interview customers and create engaging content
- Interview YouTube influencers
- Improve technical illustrations by collaborating with technical and design teams
- Own the web copy and product messaging
- Write technical documentation- end users guide, administrator guides, blog posts, FAQs, and reference documents

### **StudyBreaks Magazine**

**May 2019 – September 2019**

#### **Content writer (internship)**

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- Wrote entertainment and informational articles whose target audience is college students
- Participated in weekly collaboration meetings where content ideas were proposed, discussed, and workshopped
- Submitted and published articles on a weekly basis
- <https://studybreaks.com/>

### **Freelance/Featured Works Highlights**

#### **Medium**

- [“SWOT Analysis: The How-To Guide in Getting a Job” \(Curated\)](#)
- [“‘Philosophize This!’ Is a Podcast That Modernizes Philosophy In More Ways Than One” \(Curated\)](#)
- [“Why I Loved ‘John Wick 3’ So Much” \(Curated\)](#)
- [“UX vs. UI: What’s the difference and how are they similar?” \(Curated\)](#)
- [“Five Easy Ways to Succeed Working From Home”](#)

#### **LifeSpace**

- [“Procrastinator’s Guide to Surviving the Reading List”](#)
- [“College Advice: YouTube Channels to Help Students Study”](#)
- [“College Advice: How to Look for Jobs after Graduation”](#)
- [“Mela Lozano is Making Space for Cooking, Art and Culture”](#)

### **Education**

**University of Texas at San Antonio, August 2016 – May 2020**

*B.A. English (Technical Writing)*

*B.A. Classics*