

INIGO GONZALEZ

Writer. Marketer. Humanitarian.
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HARD SKILLS

writing & editing, copywriting, content strategy, data analysis, podcasting

SOFT SKILLS

storytelling, world-building, introspective, adaptable, problem solver, critical thinker, organized

APPLICATION SKILLS

MS Office, GSuite (Docs, Drive, Analytics, AdWords, Webmaster Tools, Admin), CMS (Wordpress, Drupal, Joomla), Adobe CC (Au, Ic, Ps, Pr), Audacity, Evernote, Final Draft, Scrivener, Balsamiq Mockups, Sublime Text

PASSIONS

tabletop role playing, podcasts & podcasting, dungeon/game mastering, writing at 2am, painting, dreaming, creating

EXPERIENCE

One Light Global - Communications (Volunteer) - February 2017 to Present

OLG is an organization created to help refugees across the world by being a guiding light and helping hand. I help bring awareness to the cause by pitching in my marketing experience and enriching their social media properties.

We at One Light Global are heading to Uganda in Q4 to help South Sudanese refugees that are fleeing conflict and famine.

Self Employed - Growth Marketing Consultant - October 2017 to Present

Growth is far more than simply buying a bunch of likes and follows - it is about creating meaningful engagement between you and your clients. In this role, I can help determine your brand's marketing needs, develop buyer personas, and create a more effective marketing strategy while keeping your books balanced.

While content marketing is focused on top-of-funnel, growth marketing looks at the funnel top-to-bottom.

Self Employed - Content Marketer - October 2015 to Present

Helping brands further their voice through the creation of fresh, engaging, and relevant content. Persona-focused content coupled with competitive data analysis and a healthy dose of paid boosting does wonders for brand awareness.

Achievements:

- Have worked on personas, content strategies, individual activations, and quick edits
- Advised on SEO and SEM activations
- Improved cost efficiency of social advertising through more refined targeting, copy, and imagery

Skills Used:

Whatever is needed

Zooka Creative - Copywriter & Digital Content Editor - June 2013 to February 2016

Created, strategized, managed, curated, and published a wide range of fresh, relevant, elevated content for various billion-dollar global brands. This content included articles, mobile apps, social media posts, infographics, videos, promotions, email newsletters & more.

Achievements:

- In certain cases, doubled organic reach via SEO & content activations
- Increased a brand's visibility on their YouTube channel by over 50% via SEO optimization
- Refined and streamlined copy and user experience for multiple branded mobile apps

Skills Used:

Copywriting & editing, screenwriting, content strategy, content creation, SEO/SEM, CMS management, analytics, reporting, competitive intelligence, influence marketing, UI/UX, wireframing, information architecture, A/B testing, iOS & Android app development (copy & content)

SSCI, Inc. - Web Interface Designer - October 2010 to December 2012

Led the design & front end web development of the web interface of the Consular Consolidated Database, a system used by the US State Department to handle citizens abroad and immigrants seeking entry. It is used globally by millions, daily.

Achievements:

- Used UI/UX practices to design a human-friendly interface, resulting in an 80% favorability rating
- Improved CCD interface response rates by roughly 50% with tighter, leaner scripting

Skills Used:

Web design & development, html, css, javascript, jquery, UI/UX, wire framing, information architecture

InfoRelay Online Systems Inc. - Marketer, Designer, and Linux Sys Admin - August 2007 to September 2010

Helped create and manage web, print, and graphic design assets. Also helped create, or consulted with, company-first marketing videos, professional pamphlets, and signage.

Achievements:

- Increased brand visibility via modern design, SEO-friendly copy, and cleaner interfaces
- Deployed web servers from scratch: built hardware, configured LAMP, then racked them in datacenters.

Skills Used:

Copywriting & editing, SEO/SEM, CMS installation & management, web design & development, print design, system administration, web server installation, router configuration

Everything else - 1996 to 2007

writer, filmmaker, screenwriter, copywriter, SEO advisor, designer, developer, camera operator, film editor

EDUCATION

Gibbs College: Vienna VA - Visual Communications 2002

NVCC: Sterling VA - Business Administration and Management 2001

UNITED STATES SECURITY CLEARANCE

secret, inactive, valid to 2021