



Patricia Sagardía Calderón

copywriter and content writer

contact

patriciamsagardia@gmail.com
787-908-8745

skills

Completely bilingual English, Spanish
Editing, Proofreading
G Suite (Docs, Sheets, Drive, Calendar, Gmail)
Microsoft Office Suite (Excel, Word, Powerpoint, Outlook)
WordPress
Photoshop
Descript
Sprout Social
Slack
MacOS, Windows

education

Manhattanville College
Purchase, NY
Dance and Theatre, B.A
May 2017

experience

T. Colin Campbell Center for Nutrition Studies — *Content Editor, Spanish*
may 2022 • present

- Proofreading Spanish translations of articles, recipes, and scripts (G Suite)
- Copywriting — fleshing out articles maintaining the tone of the original draft

Adworks Co. (advertising agency)
Freelance Copywriter, Translator, and Proofreader, Spanish/English
january 2022 • present

- Proofreading all social media content for multiple clients, as well as blog posts and website copy (Trello)
- Translating (Spanish- English, English- Spanish) content, including but not limited to restaurant menus, medical briefings, and social media copy
- Social media copywriting (G Suite)

Calderón de la Saga (blog) — *Creator, Spanish*
december 2021 • present

- Writing, editing, and publishing blog posts (Wix, Canva)
- Promoting blog posts on social media (Instagram, Facebook), writing copy for promo posts and interactive stories

Recount Media (political news platform) — *Junior Marketing Contractor*
november 2020 • october 2021

- Creating **email copy** for podcast announcements and virtual events (sent to subscribers); writing promotional **social media copy** (Twitter) for daily podcast episode releases
- Marketing: selecting and proofreading promo material from podcast transcripts (Google Docs, Descript), creating promo art (**Photoshop**)
- Organizational: tagging social media posts (Sprout Social), editing data spreadsheets and calendars (Google Sheets), updating subscriber/unsubscriber lists, posting publishing information relevant to new podcast episodes in marketing channels (Slack)

Outlier (online higher education provider) — *Junior Copywriter (freelance)*
march 2021 • september 2021

- Creating new and refreshing email copy geared towards students; creating promotional taglines in brand voice

Bookstr (book news and pop culture platform) — *Editorial Intern*
september 2020 • november 2020

- Writing 2-4 articles (listicles, news stories, opinion, humor, wellness) per week (**WordPress**), picking up time-sensitive news pitches, selecting and sourcing images, sending revised drafts to editorial and outreach team
- Promotional video production: sorting through publishers' and PR representatives' emails about upcoming books, selecting three new books based on target audience's interests every two weeks, creating a script for promotional video, filming and appearing in promotional video, submitting script and video takes to editing team, writing articles about selected books, and emailing publishers/PR representatives
- Attending bi-weekly staff meetings and weekly editorial meetings to discuss monthly themes, individual article pitches, new company sponsors, and upcoming events