

RUTH C. VÁSQUEZ

Driven, proactive professional with proven results as an Editor, Copywriter, and Content Producer for media organizations and marketing agencies.

CORE COMPETENCIES

- . Copywriting and Digital Edition (SEO) . Professional Translation (ATA pre-test passed)
- . Language Certification by Metlang . Copyediting / Social Media writing

WORK EXPERIENCE

2020 -

Pearmill, New York,
Creative Writer

- Developing new messaging concepts focused on direct response advertising (Facebook / Instagram Ads, Google Ads, TikTok Ads, etc.)
- Planning a different messaging approaches and concepts, test them and keep track of learnings
- Working with ops team to analyze the best performing elements in ads
- Collaborating with creative director, designers, and clients' teams to communicate ideas

2017 -

Yahoo Español, Coral Gables, FL
Writer

- Writing several articles for Personal Finances and Health channels applying the best SEO practices
- <https://www.yahoo.com/author/ruth-vasquez/>
- Adapting tone and style to engage specific audiences
- Checking completed work for accuracy

2017 to 2019

Cox Media, Mundo Hispánico - Mundo Hispánico, Atlanta, GA
SEO Content Editor and Writer

- Writing daily financial and general content from trending topics appealing to Mundo Hispánico's audience, applying SEO best practices to optimize the content.

- Participating in the creation of social media campaigns on Twitter, Facebook, and Instagram.
- Editing articles from journalists overseas
- Translating daily information from government institutions and non-profit organizations from English to Spanish
- Assisting from planning to fruition in the coordination of ‘Somos Amigos’ website; the only immigration-related site of its kind

2016 to 2017

PA Group, Coral Gables, FL

Communications Specialist (Contractor)

- Copywriter for promotions, products and events.
- Planning and creating internal and external communications in English and Spanish
- Helping develop marketing communications and innovative campaigns/programs that communicate strategy
- Participating in social media campaigns for PA Group
- Conceptualizing and recommending the communications strategy for PA Group products
- Establishing and maintaining a relationship with the media in the U.S. and Latin America

2011 to 2016

R & S Communications, LLC

Principal / Communication Specialist

R & S Communications provides freelance consulting services to the multimedia communication industry. Services include creative writing, translation, interviewing, editing, search engine optimization, content production and management, promotional content and event planning.

Some of the contracts that I was responsible for included:

Skyscanner, UK - Writer

- Copywriter for a variety of blogs for the Tourism industry in Europe and the Americas, with topics such as "Things to do" and "Best places to visit".

Nexos (American Airlines magazine), Coral Gables, FL - Writer

- Conducted celebrity interviews and edited content for the magazine.

Yahoo!, Coral Gables, FL - Editor / Content Producer

- In charge of updating the 'AT&T En Vivo' site powered by Yahoo. Produced content to promote U-verse video modules on the main website.
- Created event calendars in the U.S. and Latin markets to guide the site updates.
- Promoted the content in social media and collaborated with ad teams to eradicate competitive ad campaigns and potentially saved the company more than \$30,000 in contract penalties.

Telemundo, Hialeah, FL- Search Engine Optimization

- Worked with a team of SEO specialists to improve the online optimization for all videos, articles, and galleries created in the last 10 years.

Univision, Doral, FL - Marketing Copywriter

- Developed promotional content for all TV programs and new products as well as marketing copies of brochures, mailers, and advertisements.
- Performed proofreading for all marketing copies and coordinated with teams to ensure compliance with all Univision communications guidelines.

C-Com Group, Inc. (Advertising for Johnson & Johnson Group), Miami, FL - Translator - Editor

- Responsible for the translation of more than 400 online pages of the Johnson & Johnson Spanish website, ensuring that the meaning of the text was retained in the translated version.
- Proofread and edit the final translated versions and successfully meet the client deadlines in a project that lasted 6 months.

Holaciudad.com, ZGS Digital, Coral Gables, FL - City Editor

- Conducted Hispanic celebrity interviews and wrote opinion articles related to local and national headlines and entertainment news based on content from Google Analytics results.
- Responsible of the increased website traffic of unique visitors by 200% in the first two quarters of 2012.

2007 to 2011

Terra.com, Coral Gables, FL

Online Editor Terra TV

- Served as the editor of Terra TV Channel on the Terra.com website. Initially in charge of updating the 'Mujer' channel. Subsequently assigned to edit the Azteca America website, and supervise a team of four editors based in Mexico.
- In 2009 promoted to the editor of Terra TV channel which, at that moment, had almost 5,000 videos.
- Developed the "Amazing Videos" channel for the Terra Network, which represents more than 70% of the site traffic.
- Measured results using Metrics and Omniture.
- Promoted the content in social media tools.

2006 to 2007

MotionPoint, Website Translations, Coconut Creek, FL

Account Manager Translator from English to Spanish

- Assigned different website translations and assisted with quality control tasks for new projects.
- Participated in the team when the "Cool Vendors in Emerging Technologies" nominated the company "Cool Vendor". Met the required qualifications to get awarded status at three federal government agencies of the General Services Administration.

2003 to 2006

La Palma, Palm Beach, FL

Copy Editor and Reporter

- One of the three original core staff members started La Palma publications in 2003.
- In charge of copy editing the articles.

- Wrote weekly stories for "Vida" (LifeStylefeatures section, edited general content and appropriate headlines. Organized and prepared content for posting on the newspaper's website.
- In 2006 the team received the "Best of Cox" award for Spanish-language newspapers, along with numerous awards from the Society of Professional Journalists, Florida Press Club, the Florida Society of Newspaper Editors, and the National Association of Hispanic Publications.

1994 to 1998

PDVSA, Caracas, Venezuela

Corporate Communications Supervisor

- Assisted in media relations, institutional communication, internal communication, and public relations programs and events in Venezuela and South America. Reported to Public Affairs Manager.
- Created press materials for launches, announcements, and conferences.
- Managed interview requests for senior management in line with PDVSA's positioning and strategy, ensuring responses were accurate and met media deadlines.

EDUCATION

Florida International University, 2000

Master of Communications, Spanish Journalists

Universidad Central de Venezuela

Bachelor of Social Communication, Journalism

CERTIFICATIONS

Google Analytics Certification 2015

BTG – Medical Interpreter Certification 2019

COMPUTER SKILLS

Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint), Trados Studio, MailChimp, Hootsuite, WordPress, Facebook, Twitter, Instagram, LinkedIn, Photoshop, Content Manager Platforms.

