

**Giovanna Spica**  
**Marketer, Copywriter, & Poet**

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<b>Content Writer &amp; Copywriter for Wildthentic</b> <ul style="list-style-type: none"><li>• Managed and wrote all web content</li><li>• SEO</li><li>• Wrote digital ads</li><li>• Wrote e-news, feature, and blog articles</li></ul>	<b>Barcelona, ES</b>	<b>1/18-10/18</b>
<b>Digital Marketing Manager for Grupo PUNTACANA</b> <ul style="list-style-type: none"><li>• Copyrighter for road and airport billboards, digital and print ads</li><li>• Wrote magazine editorials</li><li>• Wrote three part commercial series</li><li>• Managed social media team</li><li>• Website content manager</li><li>• Managed website analytics</li></ul>	<b>Punta Cana, DR</b>	<b>12/2013-4/2015</b>
<b>Gray Line Punta Cana Digital Copywriter</b> <ul style="list-style-type: none"><li>• Placed and wrote digital ads</li><li>• Wrote feature articles for magazines</li><li>• Website Copy</li><li>• Brochure writing</li></ul>	<b>Punta Cana, DR</b>	<b>3/2015-7/2016</b>
<b>Michael Huss Productions</b> <ul style="list-style-type: none"><li>• Website content manager</li><li>• Social Media manager</li><li>• Art blogger</li></ul>	<b>New York, NY</b>	<b>2/2013–5/2013</b>
<b>Avalanche Creative Inc. -Direct Response Advertising Agency</b> <ul style="list-style-type: none"><li>• TV Infomercial script editor</li><li>• Copy for television PSA</li><li>• Wrote blog content</li><li>• Researched products and target demographic</li></ul>	<b>New York, NY</b>	<b>Spring 2013</b>
<b>Courses in relations to Advertising</b> <b>Video Production, FIT</b> Team Leader/Director <ul style="list-style-type: none"><li>• Created a script for a 30 second television commercial, directed and cue cuts (2)</li><li>• Radios advertisements</li></ul>		
<b>Fashion Institute of Technology, State University of New York</b> <ul style="list-style-type: none"><li>• Bachelor of Science, Advertising and Marketing Communications</li><li>• Minor, English Literature</li></ul>		<b>5/2013</b>

**Skills:**

Fluent in Spanish.

Proficiency in; Social Media, Google Analytics, Google Ads, Microsoft Office, Kantar, MRI, Mintel, Google Analytics, Nielson, Poetry