

# Brittany Vargas

Email: [Brittany.Vargas@gmail.com](mailto:Brittany.Vargas@gmail.com)

Location: Los Angeles, CA

## **Summary of Qualifications:**

- Proficient in journalism, content writing, and copywriting for a variety of industries, including wellness, mental health, medicine, healthcare, travel, and lifestyle
- Articles appeared in *Insider*, *Medscape*, *Tripadvisor*, *Shape*, *Byrdie*, and *Verywell Mind*
- Content and copywriting clients include Hilton, Lewis Howes, Academy of Art University, Wells Fargo, BBVA, Cisco Jasper, and a variety of nonprofits, entrepreneurs, and small businesses.

## **Professional Experience:**

### **Freelance Journalist and Content Writer, Remote, California (10/17- present)**

- Pitched and wrote engaging, thought-provoking feature articles for online and print publications on a variety of topics, including mental health, integrative medicine, allopathic medicine, travel, music, culture, and community news.
- Researched and reported news stories, conducted interviews, and compiled information to produce accurate and engaging articles.
- Worked with diverse clients to create persuasive, authoritative content, including webpages, emails, blog posts, whitepapers, e-books, and case studies.

### **Content Writer, Carter and Custer, Remote, California (4/21 - 5/23)**

- Produced high-quality, SEO-optimized articles ranging from 1,500 to 3,000 words on a wide range of topics, including mental health, personal growth, wellness, fintech, accounting, recruiting, and conscious business practices.
- Conducted keyword research and implemented on-page and off-page optimization to ensure high search engine rankings.
- Seamlessly transitioned from brand to brand, demonstrating proficiency in adapting to various voices and styles that resonate with target audiences.

### **Legal Writer, Law Offices of Robert B Jobe, San Francisco, CA (9/19 - 12/20)**

- Collaborated with attorneys and paralegals to produce compelling legal briefs, affidavits, and supporting documentation for asylum seekers in immigration court proceedings.
- Conducted extensive legal research to ensure the accuracy and validity of arguments presented in court submissions.
- Crafted persuasive narratives that effectively communicated the unique circumstances and persecution faced by clients seeking asylum.

### **Content Specialist, Beyond the Arc Communications, San Francisco, CA (4/16 - 10/17)**

- Executed comprehensive customer communications strategies for global financial institution Wells Fargo, ensuring effective and consistent messaging across various channels.
- Planned and executed social media campaigns to drive brand awareness, engagement, and conversions for Hilton San Francisco
- Crafted engaging press releases, newsletters, emails, speeches, ebooks, training materials, speeches, and other deliverables for clients across diverse industries, including nonprofits, fintech companies, and financial institutions.

**Content Writer, Academy of Art University, San Francisco, CA (1/15 - 4/16)**

- Conducted in-depth research on various art disciplines, trends, and industry news to drive cutting-edge content creation.
- Developed engaging website copy, blog posts, newsletters, and promotional materials to showcase the university's programs, faculty, and student achievements.
- Utilized storytelling techniques to present student success stories, alumni achievements, and impactful projects, capturing the essence and impact of the university's programs and education.

**EFL Teacher, Wachirawit School, Chiang Mai, Thailand (5/09 - 5/11)**

- Facilitated English language instruction for middle-school students, delivering lessons on basic grammar, vocabulary, and conversational skills to enhance their English proficiency.
- Assessed student progress through regular evaluations, providing constructive feedback and personalized guidance to promote continuous improvement.

**EFL Tutor, Language Corner, Chiang Mai, Thailand (5/09 - 5/11)**

- Conducted SAT Test Prep and Writing classes for bilingual high-school students, equipping them with the necessary skills and strategies to excel in the exam.
- Designed and delivered interactive lessons that focused on critical reading, essay writing, grammar, and vocabulary, tailored to meet individual student needs.

**Education:**

- Bachelor of Arts in English Literature, UC Santa Barbara, 2008
- Minors in Anthropology and French
- Additional Coursework: Method Writing San Francisco (beginning through advanced workshops), The Writer's Studio (beginning through advanced workshops), The San Francisco Writer's Grotto (various workshops)