

Adrianna Barrera

2621 Ozark Dr. Grand Prairie, TX
214-918-1705 & adriannab815@gmail.com
adriannabarrera.journoportfolio.com

EXPERIENCE

RumbleOn: Irving, TX

Mar. 2022-Present

Copywriter, Social Media Engagement Coordinator - Full-time

- Managed several projects creatively and directed brand voice via copywriting and digital content production—heavy emphasis on SEO and utilizing Google ads/Google Search Console.
- Revamped and increased blog traffic for RumbleOn and RideNow by writing engaging long form content, measurable within a 10 month period of increased engagement and website traffic
- Review Data Analytics on SM platforms to maintain marketing standards
- Created SM campaigns, digital content, script-writing, graphics, Paid Ads (English & Spanish)
- Successfully completed a 7-month project as a lead copywriter and prompt engineer, resulting in the creation & publication of an industry acclaimed E-book, demonstrating strong project management skills, and ability to deliver high-quality written content.

ThreeDeeGuy (Startup): Dallas, TX

Sep. 2021-Mar. 2022

Digital Content Creator/Digital Copywriter - Freelance

- Create original social media posts to market across different platforms such as TikTok and Snapchat; skyrocket of social media presence increased sales of product by 24% in 6 months
- Manage social engagements and curate content to grow niche marketed audience
- Review Data Analytics on SM platforms to maintain marketing standards
- Create copywriting via SM posts, digital content, script-writing, edit and produce video content
- Increased engagements to over 2 million likes, 13.2k followers as of Mar. 2022 on TikTok

North Texas Daily: Denton, TX

Jan. 2019-Dec. 2021

Staff writer/Copywriter/Editorial Board - Fellowship

- Produced copy and wrote enterprise stories for Arts & Life section for digital and print publication
- Managed multiple story projects and helped lead section in published content
- Increased engagements by utilizing platforms such as Twitter and Facebook
- Worked with professional audio and video equipment for high-level projects
- Responsible for maintaining NTD brand voice through copywriting of headlines, SM posts, and story content, while partnering with design and concept team leads

Denton Record Chronicle: Denton, TX

Oct. 2019-Apr. 2020

Writer - Freelance

- Responsible for pitching, writing, editing story content for DRC major project
- Managed own interviews, maintained brand voice through communication via email, contacted important community leaders for project
- Managed 2 photography and media team, and worked solo on media
- Had my story be selected out of 20 for publication for major transformer project in part with the University of North Texas

EDUCATION

Graduated Dec. 2021

Mayborn School of Journalism, University of North Texas, Denton, TX

Bachelor of Arts in Digital and Print Journalism GPA: 3.88, Honors, Magna Cum Laude

Minor in Political Science

Relevant Courses: Feature Writing, Strategic Social Media Marketing, Advertising & Marketing, Media Law, Multimedia Storytelling, Photojournalism, Public Relations, Copyediting, Culture Writing, Magazine Writing and Publishing, Video Production

ADDITIONAL RELEVANT SKILLS

HubSpot SEO & Social Media Marketing Certified, Adobe Creative Cloud (InDesign, Illustrator, Lightroom, Photoshop, Premier Pro, Express), Microsoft Office, WordPress, Webflow, Monday, Slack, VisComm, Bilingual (Spanish), Social Media Marketing, Leadership, Creative, Customer Service, Teamwork, Editing, Copywriting, Creative Writing, Patient