

PAMELA ACOSTA

WRITER

WHO AM I

I am a creative copywriter with more than ten years of experience creating engaging, high-quality content for brands. I am an eclectic writer who delivers compelling, on-brand, and customer-centric pieces.

As a strategic and creative thinker, I have the unique knack to spot new opportunities and fresh angles to connect with the audience. I thrive in creating informative, on-brand content - from social media to blog posts - to help position brands across platforms and mediums.

PROFESSIONAL SKILLS

- Excellent communicator, written, and verbal
- Detail-oriented, problem-solver, and strategic thinker
- Highly organized and self-sufficient
- Empathetic
- Dedicated team player
- Proofreading and editing
- Professional proficiency in English and Spanish writing

EDUCATION

UNIVERSITY OF ARKANSAS (USA)

Bachelor of Arts in Journalism (2009)

- Graduated in 2009 with a BA in Print Journalism
- Worked as a staff writer and editor for the newspaper

Verified International Academic Qualifications

- World Education Services
- Issued February 2022

LET'S CREATE!

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WORK EXPERIENCE

Performanced-based Copywriter

Social Blue (2020 - Current)

- Create solid, lead generation copy for a variety of clients.
- Write high-converting text for landing pages.
- Independently identify areas of improvement and growth.

Campaign Specialist

Bearly Marketing Agency (2020 - 2020)

- Developed and executed a monthly content strategy based on analyzing relevant KPIs.
- Created customer-facing content on a weekly basis for a diverse list of brands.
- Worked hand-in-hand with the customer to help them achieve their SMM goals.

Content Creator

Bearly Marketing Agency (2019 - 2020)

- Created conceptual content for a diverse list of brands ranging from lifestyle, wellness, and health products.
- Led daily social channel management for several clients across multiple platforms.
- Quick turn around on high-quality and relatable content.

Marketing Copywriter

Frogman Media Group (Freelance)

- Delivered strategic and personalized content for numerous health, wellness, fitness, and weight loss brands.
- Researched high-quality content to effectively convey the customer-centric voice and tone of brands across social channels.

Copywriter

Touristic Promotion Council of Quintana Roo (Temporary Project)

- Created content for the government of Quintana Roo, Mexico to highlight and promote the varied tourism destinations in the state.
- Produced more than 100 pieces of creative copy per month.

Content Marketing Consultant

Mandala Group (2019 - 2020)

- Coordinated the copywriting team to deliver on-brand content for various channels.
- Provided copywriting and editorial support for marketing materials
- Collaborated with the marketing team to plan and develop site content, style, and layout for various outputs, including email, web, social, app, and printed materials

Digital Marketing Coordinator

Amstar DMC (2017 - 2019)

- Monitored social media trends, develop best practice recommendations, and identify new opportunities for multiple digital channels.
- Elaborated and implemented the marketing strategy for B2B, B2C, and internal communications.
- Generated high-value content for multiple channels aligned.