

RENÉ J. FERRÁN, JR.

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Qualifications for Copywriter / Copy Editor / Proofreader

TECHNICAL WRITING | COPYWRITING | COPYEDITING | PROOFREADING
WEB CONTENT MANAGEMENT | HTML | PUBLICATION DESIGN | PHOTO EDITING
QUALITY ASSURANCE | STRATEGIC ANALYSIS | TRENDS TRACKING | COMMUNICATIONS

Details-Focused Copywriter who successfully plans, prioritizes, and completes high-level, deadline-driven, multi-industry projects. **Top Performer** who demonstrates up-to-date knowledge of industry trends to align with a company's vision and goals. **Ambitious Self-Starter** who adheres to in-house standards, styles, and / or formats, and who excels in both autonomous and collaborative environments. **Bilingual Communicator** (English / Spanish) who seamlessly liaises among industry peers, and who leads staff by example and with ethics and integrity.

Career Highlights Include:

- ✓ *Successfully transitioning an international semiconductor company's support website to a new platform.*
- ✓ *Redesigning 2012–2013 OHA Office of Equity & Inclusion annual report and producing a 2013–2014 report.*
- ✓ *Consistently exceeding quarterly targets for Yahoo! customer satisfaction, as well as rapidly responding to customer concerns regarding technical issues and product inquiries for top revenue products.*
- ✓ *Earning Level 3 status in content management to create original content for Fantasy Sports articles.*
- ✓ *Expanding Tri-City Herald's online presence and market share by developing one of the newspaper's first blogs, covering high school sports news, and publishing statistical databases on the website.*

EDUCATION & TECHNICAL SUMMARY

Bachelor of Arts in Economics & Government
Technical Writing Certification

UNIVERSITY OF NOTRE DAME
COLUMBIA BASIN COLLEGE

ACT National Career Readiness Certificate – Gold Level
Chicago Manual of Style | AP Style | Microsoft Office | Adobe CQ | HTML

PROFESSIONAL SYNOPSIS

THE COLUMBIAN, VANCOUVER, WA	2011 – PRESENT
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Freelance Writer

Capitalize on the opportunity to assist in forward-thinking coverage of high school events to support the sports staff.

CDI CORPORATION, HILLSBORO, OR	2015 – 2017
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Support Editor | Quality Assurance Web Analyst

Optimized quality assurance across critical trademark and branding issues, spelling, grammar, and readability by expertly reviewing content supporting a Virtual Shopping Assistant project, as well as new and updated webpages. Expertly wrote metadata for videos, PDFs, and images used throughout key support and marketing content.

OREGON HEALTH AUTHORITY, PORTLAND, OR	2014 – 2015
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Communications Consultant

Utilized broad scope of industry knowledge toward coordinating initiatives with the Office of Equity & Inclusion Director on themes and messaging for a monthly newsletter. Wrote articles to complement the Director's message.

YAHOO!, HILLSBORO, OR	2011 – 2014
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Customer Care Agent – Tier III

Ensured seamless operational processes by efficiently managing the initial response to a major system outage that affected millions of customers in one of company's leading brands. Proactively collaborated with top executives and additional department leaders on continued responses across email, website, and social media channels.

TRI-CITY HERALD, KENNEWICK, WA	1995 – 2010
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Senior Staff Writer

Played a vital role in coordinating high school sports coverage for a 40,000-circulation newspaper, including assigning daily and weekly coverage and managing projects to inform readers of wide-ranging upcoming events.