

Laura Antonella Miscione

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[Portfolio](#) | [LinkedIn](#)

What would ChatGPT say about me:

Experienced Content Writer and Copywriter with a strong background in producing high-quality content across various platforms. Skilled in content creation, social media coordination, and project management with a focus on the HR and fintech industries. Proven ability to lead projects, collaborate with teams, and deliver engaging and effective content.

What I actually want to say:

Storyteller from a young age, wordsmithing has always been my driving force. From creating engaging content that resonates with audiences, to being able to get the message across when connecting Spanish and English speakers through interpretation, or even while publishing my first book. Language and the stories we can tell with it is where I know I can make an impact.

Education

Bachelor's Degree in Conference Interpretation

USAL, Argentina

Graduated: 2018

High School Diploma in Humanities and Social Studies

Instituto Carlos Steeb, Argentina

Graduated: 2012

Professional Experience

Content Writer

Ply, USA (Remote)

January 2024 – Present

- Revise and edit website, email, and customer-facing copy to enhance clarity and engagement.
- Create compelling social media ad copy for various platforms.
- Brainstorm and plan blog content relevant to the HVAC, plumbing, and electrical industries.
- Develop user experience (UX) copy for the company's software.

Social Media Coordinator and Copywriter

CSTMR, USA (Remote)

April 2023 – Present

- Manage social media scheduling for clients using HubSpot, Hootsuite, and Later.com.
- Write engaging copy for LinkedIn, Facebook, X, Instagram, and TikTok.

Content Producer

Avature, Argentina (Remote)

March 2021 – December 2023

- Produced various content including blog posts, website pages, product documentation, e-books, customer stories, social media posts, and ads.
- Led the e-book revamp project, working alongside the branding team to develop new templates and content ideas.
- Managed the customer stories deck project, curating impactful customer narratives for internal use.
- Moderated weekly marketing meetings, facilitating discussions and project updates.

Interpreter for Closed Captioning

Caption Group, Uruguay/Argentina (Remote)

September 2017 – January 2024

- Provided real-time English to Spanish interpretation for live events and television programming such as Bloomberg and KOAT, ensuring accurate and timely closed captioning.
- Interpreted for notable events including International Red Cross conferences and the COVID-19 Global Citizen Live Aid.

Skills

- Content Creation
- Copywriting
- Social Media Management
- Project Management
- SEO Optimization
- UX Writing
- Interpretation and Translation
- HubSpot, Hootsuite, Later.com
- Blog Planning and Brainstorming

Languages

- English (Fluent)
- Spanish (Fluent)
- Italian (Basic)

References available upon request.