

ALEXANDREI MARIE ACHURRA

CONTENT WRITER • EMAIL COPYWRITER • DIGITAL CONTENT CREATOR

Content writer and digital creator with proven experience across blogs, product content, email marketing, and social media. I deliver clear, engaging copy and effectively balance writing, light design, and content planning for a range of brands.

SKILLS

Writing & Content

- SEO writing
- Blog and article writing
- Product-focused copy
- Social media captions

Email & Marketing

- Email copy + layout design
- Klaviyo, GoHighLevel

Design & Platforms

- Canva
- WordPress (Elementor)
- Basic landing page builds

Strengths

- Adapting brand voice
 - Fast turnaround
 - Detail-oriented
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EXPERIENCE

CONTENT BUCKET

Freelance SEO Copywriter & Digital Content Assistant

- Write SEO-optimized articles and long-form blogs across multiple industries.
- Create copy and design layouts for marketing emails, promotional campaigns, and automated flows in Klaviyo and similar platforms.
- Develop visually cohesive email designs and creative assets for eCommerce brands.
- Assist in building simple websites and landing pages using WordPress (Elementor) and GoHighLevel.
- Produce social media content and captions to maintain brand consistency.

EXPERIENCE

RANK ME HIGHER

Content Writer

- Write SEO-optimized blog content for service-based businesses (e.g., window cleaning, junk removal, carpet cleaning, deck builders).
- Create supporting content including LinkedIn posts, guest posts, and PR articles aligned with SEO strategies.

OXBRIDGE NOTES

Freelance Content Creator & Social Media Designer

- Create social media content including memes, testimonials, study tips, and subject-focused graphics to maintain an active brand presence.
- Design Etsy product graphics and marketing visuals tailored to academic audiences.
- Write short-form captions using a light, student-friendly tone.
- Assist in content planning, ensuring varied and evenly distributed content across subjects.

PROBOOTH SOLUTIONS

Freelance Content Creator

- Create branded social media posts and graphics for Instagram.
- Write short-form captions aligned with brand tone.

SEARCH IT LOCAL

Content Writer

- Write clear, concise, SEO-informed content for local business websites and service pages.
- Collaborate with editors and project managers to meet client goals and deadlines.

EXPERIENCE

BUILDZOOM

Content Writer

- Write contractor profiles and localized articles highlighting top builders, remodelers, and architects in various U.S. cities.
- Feature notable firm history, services, and standout projects in an informative, reader-friendly format.
- Ensure accuracy, clarity, and consistency with the platform's editorial voice.

CUWRITE LLC

Content Writer

- Create curated product selections for themed content.
- Write concise, engaging product descriptions with focus on benefits and clarity.

TRUE INNOVATORS

Part-Time Content Writer

- Write short, engaging video script content for clothing, beauty, and automotive brands.
- Match messaging and tone to each product category's style and audience.

CONTACT

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