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ABOUT

Accomplished Senior Copywriter with more than 20 years of experience in crafting compelling, results-driven content. Expertise in brand strategy, storytelling, and creating persuasive copy that engages and converts target audiences. Proven success in developing creative campaigns, collaborating with cross-functional teams and delivering projects on time. Adept at taking direction and feedback from leadership, managing multiple projects, and maintaining a high level of creativity and attention to detail.

CAREER EXPERIENCE

Food and Beverage

US FOODS — ROSEMONT, IL

Freelance Senior Copywriter, February 2023 - February 2025

- Senior copywriter as part of in-house creative team working cross-functionally to develop a high volume of branded materials, collateral, assets and communications for various departments.
- Copywriter for various marketing projects and collateral, including brochures, email and social media campaigns, web page copy, product launches and copy refreshes.
- Lead copywriter for e-commerce content development, product descriptions and upload of 1700+ product skus.

Fashion, Beauty and Wellness

ERENZIA BEAUTY — CHICAGO, IL

Freelance Copywriter, August - September 2022

- Developed copy for brand launch including web content, product materials, business training materials, and mobile app assets.

JUST USA — MIAMI, FL

Senior Copywriter & Communications Manager, March 2016-December 2021

- Developed communications and marketing strategy from conceptualization through execution for English and Spanish-speaking markets.
- Created bilingual content for print, email, and newsletters in the form of product campaigns, brand awareness, sales promotions and sales incentive programs.
- Created a social media editorial calendar, developed an online presence and communities on social media platforms and executed campaigns to engage and grow following.
- Managed highly targeted ad campaigns to drive lead generation, brand awareness and field growth, while using web analytics to track and report success of online and email campaigns.
- Managed several CMS platforms including corporate website, intraweb and mobile app. Updated content which included training materials, product information, marketing materials, social media content, monthly and weekly promotions, special announcements and internal communications.

LIA SOPHIA – WOOD DALE, IL

Lead Copywriter & Special Projects Manager, May 2011-August 2014

Lead Copywriter

- Lead cross-functional creative and production teams to effectively communicate messaging that is engaging, timely and on-brand.
- Developed content for daily, weekly and monthly communications including catalog copy, email marketing, alerts and announcements, web

content, social media, video scripts, events & promotions and quarterly corporate newsletter.

- Collaborate with sales and merchandising teams to brainstorm creative concepts and strategies for promotions and field training.
- Support social media team in the development of content for Facebook, utilizing SEO best practices.

Special Projects

Provided vision and support for multiple internal special projects, from concept to launch.

- Latino Market Outreach Campaign: Created and conceptualized the development of Latino marketing program content and communications for both print and online executions. Managed timeline, pre- and post-launch, to increase visibility and program engagement.
- Corporate Rebranding: Collaborated with leadership and marketing teams to concept, create and execute rebranding campaign for three business units. Developed brand and style guides.
- Digital Content Audit & Optimization: Directed and executed SEO audit and optimization of corporate website content and key campaign landing pages.

Print and Digital Media

WATT GLOBAL MEDIA — ROCKFORD, IL

Freelance Digital Content Manager/Copy Editor, April 2015 – February 2018

- Proofread and copy edited English and Spanish-language news, articles and blogs for Latin American audience. Assisted in the creation and production of monthly Spanish-language magazines (available in print and digital editions) with main readership across Latin America. Assisted in the preparation and distribution of weekly Spanish-language newsletter.
- Managed content for Spanish-language web pages, including related images, creation of alt. tags, keywords, meta tags, meta descriptions, utilizing SEO best practices.
- Supported editor-in-chief and editorial team on assignments and tasks on an as-needed basis.

MOMMA CUISINE, INC. — CHICAGO, IL

Freelance Editor in Chief / Content Manager of Great Everyday Meals Magazine, June 2015-December 2017

- Created and implemented an editorial calendar and developed issue plan for Great Everyday Meals Magazine, a digital food and lifestyle publication. Oversee content creation and seasonal publication of magazines.
- Collaborated with sales, public relations and film production teams to brainstorm creative concepts and strategies for delivering brand recognition and streamlined messaging across all channels.

SOCIAL SONAR, LLC – SAN FRANCISCO, CA

Freelance Copywriter/Blogger, May 2011-December 2013

- Executed on clients' social media plans to create fun and engaging content with compelling calls to action for Facebook and Twitter.
- Developed and maintained editorial calendar for blogs and newsletters and published content via the Wordpress and Constant Contact platforms.

EDUCATION

Bachelor of Arts in English, University of Illinois at Chicago