

# Maria Loera

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## Senior Copywriter

Accomplished Senior Copywriter with 20+ years of experience crafting compelling, results-driven content across digital, print, and e-commerce platforms. Expertise in brand strategy, storytelling, and creating persuasive copy that engages and converts target audiences. Proven success developing creative campaigns, collaborating with cross-functional teams, and delivering projects on time.

### Competencies include:

Bilingual Communications (English/Spanish) | Translations | Localization | SEO Copywriting | Digital Marketing | Social Media | E-Commerce | Content Development | Team Collaboration | Project Management

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## PROFESSIONAL EXPERIENCE

**US Foods**, Rosemont, IL | 2023-2025

### FREELANCE SENIOR COPYWRITER

Produced branded content, collateral, and campaigns across multiple departments for this leading foodservice distributor serving 300+ locations.

- Wrote copy for brochures, email, web, social media, product launches, and content refreshes.
- Led e-commerce content development, including product descriptions and managing 1,700+ SKUs.
- Collaborated with cross-functional teams to deliver projects on time and within brand guidelines.

### Career Break - Caregiving | 2021-2023

- Provided full-time care for a parent, managing healthcare logistics, medical records, and communications with providers. Strengthened organizational skills, crisis management abilities, and resilience under pressure.

**Just USA**, Miami, FL | 2016-2021

### SENIOR COPYWRITER & COMMUNICATIONS MANAGER

Directed communication strategies for English and Spanish-speaking markets for this fashion retail company.

- Developed content for print, email, newsletters, promotions, and campaigns targeting diverse audiences.
- Created and managed editorial calendar for social media, growing online community engagement.
- Oversaw targeted ad campaigns and optimized performance using analytics.
- Managed CMS platforms for websites, intranet, and mobile app.

**WATT Global Media**, Rockford, IL | 2015-2018

### DIGITAL CONTENT MANAGER & EDITOR

Proofread and edited bilingual articles, news, and blogs for Latin American audiences in the agricultural industry.

- Produced monthly Spanish-language magazines (print and digital).
- Led weekly Spanish-language newsletter publication.
- Managed Spanish-language web content, including SEO optimization.

**lia sophia**, Wood Dale, IL | 2011-2014

## **LEAD COPYWRITER & CONTENT STRATEGIST**

Led creative and production teams to deliver multi-channel content for this jewelry and accessories company.

- Developed catalogs, email campaigns, web content, social media, video scripts, and corporate newsletters.
- Collaborated on product promotions, field training, social media content development, and SEO optimization.
- Directed Hispanic Market Outreach Campaign, corporate rebranding, and digital SEO audit.

**VivaKi**, Chicago, IL | 2010-2014

### **SEARCH COPYWRITER / KEYWORD DEVELOPER**

Developed keyword lists and SEO strategies for major retail brands in this digital advertising agency.

- Created English and Spanish ad copy for Google paid search campaigns.
- Managed campaigns for high-profile clients including Walmart, Toyota, Amazon, and Nestlé.

**National Latino Education Institute**, Chicago, IL | 2000-2002

### **GRANT WRITER**

Wrote and submitted grant proposals based on community research and demographics.

- Maintained RFP submission cycles and funding source database.
- Assisted with quarterly and annual fundraising events.

## **FOUNDATIONAL EXPERIENCE**

**Erenzia Beauty**, Miami, FL | 2022

### **FREELANCE COPYWRITER**

Created brand launch copy including web content, product descriptions, mobile app assets, and training materials for this beauty startup.

**ICE Mortgage Technology**, Pleasanton, CA | 2018-2025

### **FREELANCE TRANSLATOR**

English to Spanish (US market) translation and proofreading of marketing communications, including email campaigns, social media, web page copy, customer onboarding, video scripts and more.

**Momma Cuisine, Inc.**, Chicago, IL | 2015-2017

### **FREELANCE EDITOR-IN-CHIEF & CONTENT STRATEGIST**

Developed a seasonal editorial calendar and planned issues for Great Everyday Meals Magazine.

**Social Sonar**, San Francisco, CA | 2011-2013

### **FREELANCE SOCIAL MEDIA STRATEGIST / BLOGGER**

Developed brand-specific social media content for Facebook and Twitter using WordPress and Constant Contact.

## **EDUCATION**

### **Bachelor of Arts - English**

University of Illinois at Chicago