

Maria Loera | Senior Copywriter

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PROFESSIONAL SUMMARY

Accomplished Senior Copywriter with over 20 years of experience in crafting compelling, results-driven content and marketing communications for a diverse range of industries. Proven ability to lead cross-functional teams, develop persuasive brand narratives, and drive business growth through strategic storytelling and user-centered copy. Skilled in SEO, content strategy, and digital content optimization, with a strong foundation in producing clear and concise communications for various platforms.

PROFESSIONAL EXPERIENCE

Freelance Senior Copywriter | Remote **US Foods** | Mar 2023 - Feb 2025

- Led copy strategy and execution for a major e-commerce product launch, writing and uploading over 1,700 product descriptions to enhance SEO and improve user experience.
- Managed the development of high-volume branded materials, including brochures, email campaigns, web pages, and product launches, working collaboratively with in-house creative and marketing teams.
- Crafted compelling copy for digital and print collateral, ensuring consistent brand voice and messaging across all communications.

Career Break: Caregiving | Dec 2021 - Mar 2023

- Took a dedicated career break to provide full-time care for a parent. This period honed my organizational skills, emotional resilience, and ability to manage complex logistics under pressure.

Senior Copywriter and Communications Manager | Miami, FL **Just USA** | Mar 2016 - Dec 2021

- Directed the communications and marketing strategy for English and Spanish-speaking markets, developing bilingual content for print, email newsletters, and social media.
- Launched the company's online presence and communities, creating a social media editorial calendar that grew followers and increased engagement.
- Managed targeted digital ad campaigns that drove lead generation and brand awareness, using web analytics to track and report on campaign success.
- Oversaw content management for the corporate website, intranet, and mobile app, ensuring timely updates and brand consistency.

Lead Copywriter and Content Strategist | Wood Dale, IL *lia sophia* | May 2011 - Aug 2014

- Directed and executed an SEO audit and optimization project for the corporate website, improving content visibility and key campaign landing page performance.
- Led a cross-functional creative and production team to deliver timely and on-brand content for catalogs, email campaigns, social media, and video scripts.
- Collaborated with leadership on a major corporate rebranding effort for three business units, helping to concept, create, and execute the campaign.
- Spearheaded a Hispanic Market Outreach Campaign, from concept to launch, to increase visibility and program engagement.

SKILLS

- **Content & Writing:** Copywriting, Content Strategy, SEO, UX Writing, Technical Writing, Storytelling, B2B/B2C Writing, Brand Voice, A/B Testing, User-Centered Copy
- **Digital Marketing:** Email Marketing, Social Media Strategy, Digital Content Management (CMS), Web Analytics, SEM/PPC
- **Professional:** Cross-functional Collaboration, Project Management, Editorial Leadership, Bilingual Communications (English/Spanish)

ADDITIONAL EXPERIENCE

- **Freelance Copywriter, Erenzia Beauty:** July 2022 - Sept 2022
- **Digital Content Manager & Editor, WATT Global Media:** Apr 2015 - Feb 2018
- **Freelance Editor-in-Chief & Content Strategist, Momma Cuisine, Inc.:** June 2015 - Dec 2017
- **Search Copywriter/Keyword Developer, VivaKi:** Aug 2010 - May 2014
- **Freelance Social Media Strategist, Social Sonar:** May 2011 - Dec 2013
- **Grant Writer, National Latino Education Institute:** Dec 2000 - Dec 2002

EDUCATION

Bachelor of Arts in English | University of Illinois at Chicago