

# Ricardo Castaño IV

A big kid with a huge imagination.

## EXPERIENCE

### L2T Media — *Content Writer*

AUGUST 2018 – PRESENT

- Write, edit, and SEO-optimize content for automotive dealerships
- Create evergreen content alongside current events in the automotive industry
- Research topics for blog posts

### Copywriters.com — *Contributing Writer*

APRIL 2018 – PRESENT

- Write, edit, and SEO-optimize content based around web copywriting and several other copywriter-related topics
- Research topics for ensured accuracy of content
- Pitch topics to editors

### ContentWriters.com — *Content Writer*

JUNE 2017 – PRESENT

- SEO-oriented item descriptions for automotive products
- SEO-Optimized B2C emails for auto dealers
- SEO-focused blog posts focusing on writing tips and marketing advice

### TheGamer — *Contributing Writer*

JUNE 2017 – PRESENT

- List-based articles to make people giggle.
- Sometimes they might be educational.
- Sometimes they might be terrifying.
- But I write, edit, and have a ton of fun with all of them.
- Total views (so far): 4 Million+

### Shapeways Magazine — *Seasoned Professional Journalist*

MARCH 2017 – AUGUST 2018

- Content marketing focused on driving traffic to specific website features
- Interviews with community members to showcase Shapeways' vibrant and diverse range of creators
- Roundup articles featuring products sold by Shapeways creators

(313) 460-0185

[Rick@RicksWriting.com](mailto:Rick@RicksWriting.com)

Detroit

## PORTFOLIO

[RicksWriting.com](http://RicksWriting.com)

## SKILLS

Copywriting, Content Marketing, SEO Content Optimization, Proofreading, Editing, Content Creation, Scriptwriting, Creative Writing, Social Media Marketing, Voice Acting, Blogging, Research, Public Speaking, Audience Outreach

## PROGRAMS

Wordpress, Squarespace, HootSuite, HubSpot, Word, Excel, Powerpoint, Outlook, Google Docs, Google Sheets, Gmail

## REFERENCES

Angela Linneman  
Former Shapeways Content Marketing Manager / Editor-In-Chief  
[angela.linneman@gmail.com](mailto:angela.linneman@gmail.com)

Raphael Bennett  
Lead Editor, TheGamer  
[raphael.b@valnetinc.com](mailto:raphael.b@valnetinc.com)

Emily O'Connor  
Turn5 Project Manager,  
ContentWriters.com  
646-828-8436  
[emily@contentwriters.com](mailto:emily@contentwriters.com)

Michael Corbeille  
Executive Creative Director,  
SMZ Advertising  
248.250.3602

## **Writer's Job Board** — *Contributing Writer*

JANUARY 2017 – NOVEMBER 2017

- Advice-based content creation
- Blog Web Content centered around freelance writing and making money from it

## **BellaOnline.com** — *Comedy Movies Editor*

MAY 2014 – APRIL 2016

- Created, edited, proofread, and promoted weekly content for website
- Managed site-specific forum community

METRICS:

- Over 5,000 monthly page views
- Total Views from Jan 2016 – Dec 2016: 85,924

## **SMZ Advertising, Troy, MI** — *Intern Copywriter*

JUNE 2014 - JUNE 2015

Clients: SVS Vision, Detroit Metro Convention and Visitor's Bureau, Michigan Lottery, Grand Hotel, Group 10 Management, Michigan Dental Association.

- Researched, wrote, and edited radio, print, website, social media, digital, mobile, and television advertisements
- Maintained client's social media presence and strategized with a team to effectively expand it
- Client rebranding
- Researched, wrote, and edited long-form content
- Created spec work for prospective new clients
- Worked independently, balancing multiple teams and deadlines
- Collaborated with art directors, creative directors, account executives, and clients
- Presented to clients directly
- Edited final proofs for production
- Casted voice talent for radio commercial spots
- Produced radio commercials
- Produced video commercials

## **EDUCATION**

### **Wayne State University, Detroit MI** — *B.A. English, Magna Cum Laude*

SEPTEMBER 2008 - JUNE 2013

Achievements:

- Editor-in-Chief, Wayne Literary Review
- Founder/President, Wayne Writers' Forum
- Organized a literary community on campus, holding events both big and small to get people to come together and expand their talents

Patricia Cowan  
Senior Copywriter, SMZ  
Advertising  
248.259.5943

Brian Cusac  
Principal/Chief Creative  
Officer, Driven Solutions, Inc.  
248.895.3129