

Ricardo Castaño IV

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Detroit

A big kid with a huge imagination.

EXPERIENCE

Shapeways Magazine — *Seasoned Professional Journalist*

MARCH 2017 – PRESENT

- 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

ContentWriters — *Contributing Writer*

JUNE 2017 – PRESENT

- SEO-oriented item descriptions for automotive products
- 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.

RicksWriting.com — *Freelance Copywriter*

MAY 2014 - PRESENT

Clients: DS Publications, SMZ advertising, TheRichest.com, ioVista.com, The Deaf Professional Arts Network, Michigan Opera Theatre.

- Find and establish new clients and maintain a healthy, working relationship with them
- Research, write, and edit web articles and ebooks on a variety of different topics
- Create print advertisements
- Create radio commercials
- Proofreading and editing of work for final production
- Write, edit, and maintain social media presence
- Write outreach emails for prospective new clients and leads
- Researched markets for new business
- Wrote study guides for visiting school field trips

PORTFOLIO

RicksWriting.com

SKILLS

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

PROGRAMS

Wordpress CMS, HootSuite, HubSpot, Word, Excel, Powerpoint, Outlook, Google Docs, Gmail

REFERENCES

Angela Linneman
Former Shapeways Content Marketing Manager / Editor In Chief
angela.linneman@gmail.com

Emily O'Connor
Turn5 Project Manager,
ContentWriters.com
646-828-8436
emily@contentwriters.com

Raphael Bennett
Lead Editor, TheGamer
raphael.b@valnetinc.com

Michael Corbeille
Executive Creative Director,
SMZ Advertising
248.250.3602

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
- Ensured client's and brand stays on-message and on-task
- Worked with clients to meet their expectations
- 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

Driven Solutions, Inc., Ferndale, MI — *Junior Copywriter*

NOVEMBER 2014 - FEBRUARY 2015

Clients: Hemp Well, Henry Ford Village, LaFontaine Automotive Group.

- Wrote, edited, and produced radio commercials
- Wrote and edited print advertisements

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