

LYDETTE LANZÓ RIVERA

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SUMMARY

A detail-oriented copywriter with more than three years of experience in editing, proofreading, translation, and content creation in English and Spanish. Strong performer, adept at bringing simultaneous projects to completion timely and accurately by managing expectations and meeting hard deadlines in a fast-paced environment.

WORK EXPERIENCE

Foundation for Puerto Rico

Communications Associate

January 2020 – present

- *Write, edit, translate, and proofread marketing and educational material, applying language skills such as grammar, syntax, style and appropriate terminology.*
- *Manage the organization's online presence through the website and social media platforms to different audiences while preserving the brand and prioritizing SEO, increasing engagement by 30%.*

Digital & Communications Fellow

October 2019 – January 2020

- *Advanced site and social media metrics measurement tools allowing for baseline KPI determination and tracking for future performance tracking.*
- *Supported in planning and implementing content calendar for different social media channels, creating content, and addressing needs across design, editorial and marketing functions, such as ad campaigns, newsletters, blog posts and social media content.*

Content Writer Fellow

October 2018 – October 2019

- *Developed and curated over 25 original, experience-driven narratives, researching travel trends Puerto Rico and highlighting areas that could use a boost in tourism.*
- *Researched, wrote and translated more than 100 attraction sites and restaurant descriptions around Puerto Rico for a database with over 3,000 points of interests on the island.*

University of Puerto Rico

January 2016 – October 2018

Student Journalist

- *Coordinated and hosted live radio interviews for the university's recruiting fair through Radio Universidad.*
- *Interviewed University alumni, including Vilma París, one of the first Puerto Rican master athletes and UPR alumni, featured in Universitas UPR magazine.*

EDUCATION

University of Puerto Rico, Río Piedras Campus

Puerto Rico

August 2014 – July 2018

- *Bachelor's Degree (B.A.) in Communications, majoring in Information and Journalism*
- *Cum Laude*
- *Student exchange program in Universidad Complutense de Madrid (2017)*

SKILLS

Writing – proofreading – translation – storytelling – planning – time management – communication

Tools and Software: Office 365 Suite – Google Suite – Adobe Suite – Hootsuite – Mailchimp – Gain App

Languages: English (Native Proficiency) – Spanish (Native Proficiency)