

Marci Fernandez

2119 N. Sedgwick Street, #B4
Chicago, Illinois 60614
(305) 639-0240
HiMarciF@gmail.com
HelloMarci.com

Copywriting / Content Creation / Strategy / Branding

Creative writer offering 5 years experience in the development and creation of engaging, branded copy and content for a variety of brands, businesses and their digital platforms.

- Passionate about the changing industry
- Sound understanding of visual design
- Keen collaborator who can work independently

Objective To obtain a position where I may utilize my broad set of word-related, problem solving and detail oriented skills in a collaborative and creative environment in order to produce great work and continue to grow my skill-set.

Personal Skills

Exceptional written communication skills
Highly detail oriented editing and proofreading
Knowledge of APA, MLA and Chicago formatting and style guides
Ability to clearly express thoughts, both orally and in writing
Strong ability to learn and apply branding
Able to produce under pressure
Accustomed to long hours in pursuit of goals
Outstanding time management skills
Graciously accept and apply feedback and critique
Highly curious and eager to keep learning
Able to collaborate with all departments to meet goals and deadlines
Knowledge of SEO research and application
Fluent in Spanish with experience in transcreation and translation
Extensive experience in content creation, curation and management
Research, creative and deadline-oriented individual
Able to quickly learn and apply new concepts
Multi-tasker with a broad range

Computer Experience

- Microsoft Word
- Microsoft PowerPoint
- Wordpress
- Mac & Windows OS
- Microsoft Excel
- Microsoft Outlook
- Photoshop

Education

St. Leo University (2010)
St. Leo, Fl.
BA Sociology

Gotham Writers Workshop (2013)
Creative Writing

Gotham Writers Workshop (2016)
Fiction Writing

Work Experience

Juice Interactive, Chicago IL

Copywriter (2015 – 2016)

- Created engaging, branded copy for a variety of clients
- Concept and brainstorm with design team and development team
- Wrote engaging CTAs, headlines, subheads, etc.
- Produced several hundred page content outlines for ecommerce websites to assist design and development
- Developed sound templates for content outlines and copy decks
- Created copy for above and below the fold retail spaces
- Worked with design team to write engaging copy for Amazon A+ retail pages and syndicated content, such as WebCollage
- Collaborated with design team to create case studies to highlight agency capabilities
- Assisted design team in the creation of several brand and retail guidelines
- Proofread and edited all sales decks, brand guidelines, client presentations, etc.
- Created new brand tone of voice for several key clients
- Constant collaboration with digital strategist to develop sound UX
- Worked closely with the Art Director and Creative Director to create research based strategies for our clients

M8 Agency, Miami FL

Content Manager (2011 – 2015)

- Reviewed and recommended improvements to key client's website
- Developed editorial formats and content hierarchies
- Responsible for bi-weekly e-mail newsletter copywriting
- Assisted content director in building content team
- Translation and transcreation of content for multiple clients
- Worked closely with clients to create symbiotic and trusting relationships
- Worked with design team on website development needs
- Edited website content for quality, usability and accessibility
- Managed content production and distribution activities (interactive campaigns, video shoots and photo shoots)
- Worked closely with key clients in developing, implementing and maintaining content, inclusive of project details and communications

M8 Agency

Key Clients

General Mills - Qué Rica Vida, Miami FL

Content Manager (2011 – 2015)

- Content Management
 - CMS – Scheduled and managed content data entry team
 - Analyzed data to predict the projected direction of rising themes that would increase the engagement of the target audience with the use of analytics and SEO reports
 - Created monthly content calendar with data insights
- Content Creation
 - Regular contributor of articles, slideshows, lists and DIY videos
 - Successfully pitched and executed the expansion of content from strictly written content to updated mediums and formats (GIF, video, lists)
 - Worked directly with art directors and videographers to produce quality executions.
 - Editing
 - Edited and proofread blogger submission
 - Translated blogger submission from Spanish to English
 - Translated blogger submission from English to Spanish
 - Fact checked submission
 - Optimized content (SEO keyword, title tags, meta descriptions)
- Weekly Newsletter Management/ Copywriting
 - Gathered engaging, thematic content to fill newsletter
 - Worked closely with client to produce newsletters in alignment with needs
 - Engaging copywriting for subject lines, titles and sub headers.
 - Developed informative and engaging copy relevant to highlighted topics
 - Worked closely with analytics in order to decipher data and apply in ways that would enhance newsletter engagement, thus leading to more time spent on site

Starwood Hotels & Resorts, Miami FL

Content Creator (2014 – 2015)

- Researched markets in 11 cities (national and international) to develop copy specific to each destination particular to both SPG members and prospective guests
- Applied research to create relevant and engaging copy in order to grow interest in destinations and increase/close bookings from tentative consumers
- Conceptualized and wrote content packages covering a number of topics for various destinations (e.g. Top 5 places to scuba dive in St. Thomas, Top 5 Museums in Bogota, Best Street Food in the Dominican Republic, and so on)
- Took part in on-site research and produced photography for South Florida Starwood hotels “things to do” suggestions

Freelance Experience

McCall Family Dentistry, Geneva IL

Copywriter (2016)

- Worked closely with Creative Director to streamline website
- Developed new, conversational brand tone of voice
- Created new copy to enhance engagement
- Worked with business owners to create digestible copy from complex industry jargon
- Assisted in development of site structure

Model Launcher, Miami FL

Editor in Chief and Copywriter (2014 – 2015)

- Exclusive ownership of all copywriting for websites, campaigns and newsletters
- Scheduled and managed a team of 20 content writers around the world that contribute to brand blog
- Edited and proofread all blog content to assure brand consistency and alignment
- Worked with the content team to create content calendar, including social media platforms
- Regularly contributor of relevant and engaging content
- Worked daily with Creative Director and Art Director to evolve brand voice
- Worked closely with the content team to analyze data and create strategy to increase ROI
- Edit of all copy within the site to better adhere to our desired brand voice
- Overall editor of outgoing copy to maintain brand voice throughout all platforms

Julie’s Realty, Miami FL

Content Creator (2014 – 2015)

- Worked closely with the Marketing Director to plan out an email and blog calendar
- Provided weekly SEO friendly content regarding the real estate market in South Florida
- Maintained a current knowledge of the real estate market in South Florida to better produce relevant and current blog posts
- Devise a strategic social media plan to boost organic traffic

Avisena Healthcare Management, Miami FL

Content Strategist and Copywriter (2014 – 2015)

- Worked closely with the marketing team to produce easily digested content to enhance and highlight the company's services
- Assisted and support the team through the rebranding process by editing old copy to better suit the new services provided by the company
- Simplified healthcare related jargon in order to facilitate the message being easily understood

M8 Agency, Miami FL

Content Data Entry Peru.Travel (2011 – 2012)

- Proofread and edited all English (US, AU, UK) and Spanish (Spain and South America) copy for corresponding portals that allowed for seamless application
- Implemented content in the backend for 14 languages in 14 independent portals
- Managed content data entry/ Wordpress configuration including debugging basic code, achieving consistency on all portals
- Responsible for QA of all portals to ensure copy exists in its desired location