

Juan R. Pérez

Writer / Copywriter



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SUMMARY

Freelance writer and copywriter with 4+ years of experience in content creation for diverse industries and brands. Experienced in a multitude of formats including social media copy and SEO optimized articles that satisfy reader's interests, increase engagement, and drive conversions.

RELEVANT SKILLS

Professionalism and strong work ethic	Adobe Photoshop
Oral and written communications skills	Adobe Premiere
Critical thinking and problem solving	Google Keyword Planner
Teamwork and collaboration	Digital Data Analytics
Organizational know-how	Slack
Ability to work under pressure	WordPress

PROFESSIONAL EXPERIENCE

FREELANCE, Worldwide

Writer / Copywriter / Content Creator, 2016–Present

- Basic web development and website copywriting to establish and position online presence
- Research and write SEO optimized blog posts to drive traffic and conversions
- Create and optimize social media profiles to enhance web presence
- Design social media strategies to drive engagement, growth and sales
- Create Facebook and Instagram ads for optimal and targeted reach to generate conversions and sales
- Social media copywriting that creates engagement and conversions
- Basic product photography for social media and blog posts
- Copywriting, V.O recording and editing for Youtube content
- Basic graphic design for blog posts, social media channels and Youtube
- Design and implementation of transmedia strategies between Facebook, Instagram and Youtube

COMGENIOS, Santiago, Dom. Rep.

Copywriter, 2018 - 2019

- Research and write SEO optimized blog posts to drive traffic and conversions
- Determine relevant keywords using Google Keyword Planner
- Social media copywriting to create brand awareness, engagement and conversions

SUPERTV55, Santiago, Dom. Rep.

Digital Marketing Associate, 2017 - 2018

- Revamp Social Media channels to re-establish presence, engagement and positioning
- Collaborate with management to publish strategic communications
- Social media copywriting
- Interact with followers to drive engagement and determine their interests

PIXAL BRAND DEVELOPMENT, Santiago, Dom. Rep.

Digital Marketing Specialist, 2015 - 2016

- Work with clients to design marketing strategies
- Collaborate with internal departments to implement campaigns
- Research and write SEO optimized articles to create brand awareness, drive traffic and conversions
- Determine relevant keywords using Google Keyword Planner
- Website copywriting to establish and position online presence
- Social media copywriting for brand awareness, engagement and conversions
- Help structure, design and write internal communications and marketing manuals

EDUCATION

PONTIFICIA UNIVERSIDAD CATÓLICA MADRE Y MAESTRA, Santiago, Dom. Rep.

Bachelor Degree, Mass Communications, September 2018

Honors: summa cum laude (GPA: 3.8/4.0)

LANGUAGES

ENGLISH / SPANISH

Native Level

Reading, Writing and Speaking