



CL

Caroline Lozano

CONTENT WRITER AND COPYWRITER
MIAMI LAKES, FL 33018 | (786) 303-6005
WWW.LINKEDIN.COM/IN/CAROLINE-LOZANO

OBJECTIVE

To obtain a challenging position that will allow me to utilize my written and technical skills as a content writer and copywriter.

SKILLS

- Spanish (Bilingual)
- WordPress
- Copywriting
- Content Marketing
- Hootsuite and Buffer
- Slack
- SEMrush
- Content Writing
- Content Auditing
- Project Management
- Adobe InDesign and exposure to Photoshop

CERTIFICATIONS

- SEMrush SEO Fundamentals
- HubSpot Email Marketing
- HubSpot Content Marketing
- Hootsuite Platform Certification

EXPERIENCE

CONTENT WRITER • CREATIVECORE OCTOBER 2018 TO PRESENT

- Develop, write, and publish content such as blog posts, articles, and white papers in a variety of brand styles, voices, and tones.
- Conduct primary and secondary research for accurate and informative content writing.
- Collaborated with Creative Director and UX/UI Designer to write website copy for various clients.
- Perform content audits across multiple platforms to assess content performance, content and keyword gaps, and trends.
- Work closely with Brand Manager and Social Media Coordinator with writing landing pages, social media posts, guides, video scripts and other marketing collateral.

SOCIAL MEDIA INTERN • RONALD MCDONALD HOUSE MIAMI MAY 2018 TO AUGUST 2018

- Assisted with creating and managing content on social media accounts using Hootsuite.
- Created and designed quarterly e-newsletter for Executive Director using Constant Contact.
- Wrote stewardship letters to donors and volunteers.

OPINION DIRECTOR • FIU STUDENT MEDIA JANUARY 2017 TO AUGUST 2018

- Designed newspaper spreads of the Opinion section using Adobe InDesign.
- Interviewed, hired, and managed a team of writers.
- Edited writers' articles for AP style and provide feedback for revision.
- Published content to WordPress and managed social media channels to promote articles using Buffer.



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CAROLINE LOZANO

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EDUCATION

M.S. IN MARKETING • PROJECTED GRADUATION DATE: MAY 2022

FLORIDA INTERNATIONAL UNIVERSITY

- Cumulative GPA: 3.76

B.A. IN ENGLISH • AUGUST 2018

FLORIDA INTERNATIONAL UNIVERSITY

- Certificate in Professional and Public Writing
- Certificate in Global Media Communication
- Cumulative GPA: 3.70

A.A. IN ENGLISH • APRIL 2016

MIAMI DADE COLLEGE

- Cumulative GPA: 3.76
- Graduated with honors

