

## the romo

Creative copywriter with 7+ years experience in digital, branding, and video for brands such as The Mirage Las Vegas, Astroglide, and Jack Canfield. Strong background in digital content, content strategy, brand messaging, scriptwriting, and ad campaigns. Conceptual and strategic writer fluent in design, video, and pop culture.

## the work

**Copywriter** November 2016 - Present

**Brandetize** (digital agency)

Create highly responsive and results-driven copy for web pages, sales/landing pages, optin pages, product pages, email, digital ads, newsletters, guides, blogs, videos, etc.

Ensure voice consistency and strategic business direction for clients, including Brian Tracy, Jack Canfield, and Rule #1 Investing.

**Freelance Copywriter** May 2015 - Present

Provide creative copywriting such as digital content, brand messaging, landing pages, social posts, and collateral for entrepreneurs, start-ups, and agencies, including Cowlick Appeal, Mopro, Vail Resorts, and UpCast.

**Marketing Assistant/Writer** October 2015 - May 2016

**Tonight in San Diego** (late night show)

Revamped social and email branding and strategy to increase show credibility, promotion, and attendance. Assisted Writing team with comedy sketches and performances.

**Copywriter** January 2013 - May 2015

**Experiences For Mankind** (advertising agency)

Lead rebrand, web, email, video, and social for The Mirage Las Vegas, Astroglide, and Experiences For Mankind. Concepted creative campaigns and brand messaging, and wrote digital, video, and social content for consumer and B2B brands, including Active Network, Sony Electronics, and Kaiser Permanente Vision Essentials.

**Content & Social Media Producer** December 2010 - June 2012

**Mindgruve** (digital agency)

Created mascot voice for Carlsbad tourism, and increased social media engagement via local social campaigns. Contributed to online rebranding, campaign development, and social media management of Visit Carlsbad, Chickasaw Country, San Diego Union Tribune, MDVIP, and Mindgruve.

## the education

**Bachelor of Science, Advertising** June 2011

**The Art Institute of California - San Diego**

## the skills

### programs

iWorks  
Microsoft Office  
Wordpress  
Photoshop  
InDesign  
Final Cut Pro

### industry

Content Strategy  
Scriptwriting  
Brand Messaging  
Copy Editing  
Social Media  
Blogging

### traits

Collaborative  
Adaptable  
Resourceful  
Supportive  
Social  
Humorous

### more

Sketch Comedy  
YouTube  
Disney  
Singing  
Theatre  
Running