

Gina M. Pérez
Professional Copywriter

Content Writer ■ Copywriter ■ Brand Marketing ■ Corporate Communications

Building relationships one word at a time.

PROFESSIONAL SUMMARY Creative and enthusiastic copywriter and public relations professional experienced in developing messages that promote company branding and marketing efforts. Drawing on my experience as a copywriter, marketer and sales professional I am able to see your project from all angles resulting in a well-written piece that is results driven. Skilled at managing multiple projects simultaneously with strong organizational skills.

OBJECTIVE Contractual writing and editing positions, that result in high-quality partnerships with business professionals to promote and grow their business.

OFFERING Industrious and motivated, I offer the following cumulative experience and skills:

- Professional Copywriting and Editing
- Web Content Writer
- Marketing
- e-Mail Campaigns
- Corporate Communications
- SEO Practitioner
- Social Media for Business
- PowerPoint Presentations

PROFESSIONAL EXPERIENCE

OWNER, FREELANCE COPYWRITING BUSINESS - MIAMI WRITING SERVICES LLC Copywriting, editing, and proofreading for local clients including nonprofits, financial institutions, insurance companies, and local business owners. Services include email campaigns, e-newsletters (copy and design), press releases, professional bios, landing pages, business letters and emails, talking points, presentations, more. I invite you to visit MiamiWritingServices.com to preview some writing samples and to learn more about the services offered.

COPYWRITING EXPERIENCE Create engaging and creative copy for newspaper ads and direct mail catalogs. Design and write copy for e-newsletters, email campaigns, press releases, promotional brochures, Web site content. Industries include fashion, retail, insurance, financial, small business, and nonprofit.

COPY EDITING/PROOFREADING EXPERIENCE Guided by the client's brand style manual and using other resources, such as the *AP Style Book* and *The Chicago Manual of Style*, the text will be corrected for grammatical, punctuation, and spelling errors. As well as, double-check that names, places, and organizations are spelled properly and that the facts, dates, and statistics are error-free.

SALES & MARKETING EXPERIENCE Develop marketing materials and programs to create awareness and generate sales. Such as sales presentations and flyers to complement the marketing programs. Industries include hospitality, luxury leisure sport, and insurance services.

EDUCATION & SEMINARS In order to stay current and at the forefront of my chosen profession, I fine-tune my craft by taking courses and reading up on the latest trends. In addition to my degree in Marketing and Public Relations, I stay abreast by taking courses related to writing, Web content, social media planning, and search engine optimization.

COMMUNITY SERVICE

AMBASSADOR The Gloria M. Silverio Foundation, 501(c)3, A Safe Haven for Newborns, a local nonprofit dedicated to ending the ultimate in infant abuse — abandonment. Part of the steering committee for the Foundation's annual golf tournament. I design and write the tournament's sponsorship brochure, flyers, and communiqués. Also on the steering committees for the annual gala and walk.