

Copywriter

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Experience

Copywriter - The Many - Jan 2022 - Feb 2024

Led numerous campaigns for eBay's social media verticals. From cards to kicks, I crafted compelling content series, even virtual reality activations. Working alongside the team we built eBay's presence on socials, engaging with the community through several storytelling experiences. Also served as the creative team for several new business pitches.

Jr. Copywriter - MullenLowe U.S. - Contract - Aug 2021 - Dec 2021

Worked on campaigns for distinguished brands like Banana Boat, Simi Winery, and Reese's Book Club. Produced captivating Social Media, Print, and Billboard copy utilized in client pitch meetings.

Design & Writing Intern - Doner - Jun 2021 - Aug 2021

Working as a part of the design studio, I designed systems, pitch decks, and campaign copy for renowned brands including RAM, Jeep, Pepcid, and Hungry Howies.

Intern - Culto Publicidad - Apr 2019 - Jul 2019 (4 mos)

Developed copy and content pieces for brands such as Hyundai, Renault, and the Panama Ministry of Agriculture.

Freelance

Created video and other social content for Ocean Pacific. Built the brand book, and developed social media posts for the Panamanian fashion brand "didi" (@thedidiclub).

Education

Savannah College of Art and Design (SCAD)

Advertising and Branding BFA with Copywriting concentration / Performing Arts Minor

Skills & Languages

Bilingual (English & Spanish), Creative Writing, Apple Pages, Google Slides, Adobe Photoshop, Adobe Illustrator, Adobe Creative Suite, Figma, Miro. Microsoft Office