





# SELENA RAMIREZ

A seasoned copywriter with a strong background in arts and design, holding a master's degree in creative writing and bachelor's degrees in English and journalism. Proven track record in developing engaging content, leading teams, and collaborating with creative departments at renowned companies such as Warner Bros. Entertainment and Sony Pictures Entertainment. Proficient in SEO, keyword research, and marketing strategies, with a knack for enhancing brand awareness and audience engagement.

## CONTACT

 (123) 456-7890

 email@example.com

 LinkedIn

 San Diego, CA 12345

## EDUCATION

Bachelor's Degree in English - University of California, Los Angeles, CA

Bachelor's Degree in Journalism - Columbia University, New York, NY

Master's Degree in Creative Writing - University of Iowa, Iowa City, IA

## PROFESSIONAL EXPERIENCE

**Senior Copywriter, Warner Bros. Entertainment, Burbank, CA | June 2018 to present**

- Developed and executed impactful copy for various marketing campaigns, resulting in a 20% increase in audience engagement
- Led a team of junior copywriters, overseeing their work for quality and consistency, and providing constructive feedback to improve their writing skills
- Collaborated with the creative team to develop cohesive and effective marketing campaigns, contributing to a 15% increase in overall brand awareness

**Copywriter, Sony Pictures Entertainment, Culver City, CA | May 2017 to June 2018**

- Created engaging and persuasive content for websites, emails, social media posts, and brochures, contributing to a 10% increase in website traffic and a 25% increase in social media engagement
- Proofread and edited content to ensure it was free from grammatical errors and aligned with the brand's voice and style guidelines
- Conducted keyword research and implemented SEO strategies, resulting in a 30% increase in organic search traffic

## KEY SKILLS

- Team collaboration
- Time management
- Writing and editing

## PROFESSIONAL DEVELOPMENT

- CPC, American Writers & Artists Inc.
- Certified Direct Response Copywriter (CDRC), American Writers & Artists Inc.
- SEO Copywriting Certification, SuccessWorks SEO Copywriting