

## **DYNAMIC OC CONTENT WRITER, STRATEGIST, AND CREATIVE WITH A DIVERSE CAREER PORTFOLIO**

Passionate about making a positive impact locally and globally through branding, wellness, art, and education. I am an accomplished creative seeking meaningful projects that leverage my expertise in copywriting, ghostwriting, AI-driven editing, SEO, and digital marketing, alongside my unique audio and visual content curation skills! With a strong mastery of language and excellent communication abilities, I am dedicated to delivering compelling, high-quality content that drives engagement and resonates with diverse audiences.

### **EDUCATION**

- Master of Fine Arts, Drama, New School University
- Bachelor of Arts, English Language Arts & Education, Hunter College, Magna Cum Laude

### **QUALIFICATIONS**

- Strong portfolio showcasing a diverse range of content projects.
- Innovative problem-solving skills with a knack for thinking outside the box.
- Expert technical, medical, lifestyle, and high-profile content writing abilities.
- Deadline-oriented and multi-faceted creative professional.
- Over 14 years of experience in writing, strategy, and digital marketing.
- Skilled leader and collaborator with a detail-oriented and reliable approach.
- Proficient in Microsoft Office, Windows, Word, and Mac platforms.
- Experienced in project management tools like Hootsuite, Trello, Bright Local, and Dropbox.

### **Specialty Areas**

Many fields of specialty and experience, including but not limited to Beauty, Health and Wellness medical, tech, science, legal, architecture and design, hospitality, Addiction, recovery & rehab.

### **EMPLOYMENT HISTORY**

What is now called 'Write Voice Branding' includes 14 years of experience as a freelance copy and content consultant. Providing experienced quality consulting for a broad spectrum of written content, voice-over, and exclusive photo content. Bringing branding, marketing, and creative careers together for one-stop solutions. *My employment experience has been in a wide variety of industries. I have a knack for fast research and identifying and creating a distinguished voice for every client. As a communications ambassador and expert in digital marketing, I am thirsty for knowledge, reliable, flexible, personable, creative, motivated, and upbeat.*

Although adept at independent tasks I thrive when working closely with creative teams, marketing management teams, and sales teams to create persuasive copy that effectively promotes a variety of clients, companies, and organizations.

*I am willing and able to approach new challenges and responsibilities with a positive and enthusiastic attitude. Above all, I can be relied upon to represent my employer in a professional*

### **WRITE VOICE BRANDING (FREELANCE)**

- Content Creator, Content Developer, Ghostwriter, Lead Copywriter, Copy Consultant, AI Editor, and Brand Specialist.
- Developed website pages, technical and clinical copy, e-books, ghostwriting, magazine articles, and wellness content.
- Consulted as a digital marketer for high-profile clients, focusing on social media strategy, brand building, and unique audio-visual content curation.
- Conducted interviews and research for ad campaigns, marketing, and content creation. Directing AI prompts and editing AI
- Collaborated with creative, marketing, and sales teams to produce persuasive copy that enhances client visibility.
- Industries served include beauty, health, wellness, medical, tech, science, legal, architecture, design, hospitality, addiction recovery, and rehabilitation.

### **NADA GLOBAL ADVERTISING**

- Content Creator, Content Developer, Lead Copywriter, Copy Consultant, Editor and Brand Specialist.
- Produced high-quality SEO content across social media, web pages, blogs, brochures, and banners.
- Creating website pages, white pages, technical, clinical copy, E-books, ghostwriting, magazine articles, wellness writing, brand-boosting blog, and webpage content
- Digital Marketer consulting for high-end celebrity clients on social media posting, brand building, writing, researching, and curating unique audio and visual content.
- Interview and research specialist crafting my ghostwriting specialty style.,
- Ad campaign development, advertising marketing
- Work with cross-functional teams to manage communications projects, and provide high-quality deliverables on time. Highly experienced working independently, efficiently, and as an active team player
- Communicate with clients to gain an understanding of specific industry-related needs; conduct extensive research for assignments/content pages.
- Follow SEO best practices, Boost ROI, increasing client website rankings in Google and other search engines.
- Storyboard, project lead, value proposition, content creator.

- Educator focused on awareness, educational material, e-learning, lesson planning, and scholastic content.

### **LOCAL MANAGEMENT**

- Copywriter, Digital Marketing High Volume Multi-Client Subject Specialist.
- Developed, researched, and edited marketing copy for clients in various sectors.
- Produced SEO-optimized content including blogs, articles, and technical documents.
- Recorded voice-overs for video content and scripted marketing materials.

### **CiFLI HOLDINGS**

- Creative Development Team Member, Content & Branding Expert.
- Responsible for internal & external comms across all verticals for this Start-Up.
- Generated organic, unique content for web, social media, blogs, brochures, slogans, and taglines across widely diverse business verticals.
- Ghostwriter for The Huffington Post and contributed to radio advertising campaigns.
- Developed web content, landing pages, social media strategy, and branding materials.
- Scripted travel documentation and radio commercials.

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### **SHORT TERM CONTRACTS**

**Copy & Branding Consultant, RiviWeb:** Hired to curate content for digital marketing launch, including interviews, heavy subject research, branding, original slogans & taglines, and web copy optimization.

**Executive Writer, Dr. William Miami, Dr. Motykie, Dr. Harry:** Using original interview techniques for ghostwriting. Improved SEO through content creation for a top Miami plastic surgeon. Created brochures, webpages, blogs, and white pages. Assisted in writing a book on pre/postoperative care by Dr. William.

**8i Virtual Reality Casting:** Facilitated performer casting and created promotional copy for innovative VR technologies.

**Journalist & Lead Writer, ACT Like A Child Magazine:** Conducted interviews with celebrities and influencers for digital magazine content.

### **ACTIVITIES/ORGANIZATIONS**

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Certified Teacher: Multi-Subject & Single Subject NYS & CA Certified Teacher  
American Red Cross Lifesaving, First Aid, and CPR Current  
Volunteer, Young Storytellers Foundation, Book Pals (SAG-AFTRA)  
Workshop Leader- Inspired Wellness Workshops

Saddleback College chorus

United Nations International School Alumni, Performing Arts High School Alumni