

MARIA ZELADA

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Portfolio: www.mariazelada.com | LinkedIn: www.linkedin.com/in/riazelada

Copywriter | Content Writer

Experienced copywriter skilled in developing and editing creative, clean copy for both online and print. An interpersonal communicator, skilled in collaborating with stakeholders, and assisting in marketing initiatives. Skilled in executing competitive market research and maintaining company branding and messaging. Background writing and optimizing web and email copy; product descriptions; technical material; blog posts and articles; marketing materials; and email campaigns.

QUALIFICATIONS & SKILLS

- Copywriting & Copy Editing
- Online/ Digital Marketing
- Project Management
- AP Style
- Email & Web Writing
- Social Media Engagement
- SEO
- Stakeholder/Team Collaboration
- CMS & Basic HTML
- MailChimp, Formstack
- Journalism
- Spanish, French

PROFESSIONAL EXPERIENCE

Freelance Writer

5.2018 – Present

VARIOUS PROJECTS, Remote

Interface with clients to gather project requirements, objectives and deadlines.

Key Accomplishments:

- Compose a variety of content including travel blog post, resumes and web copy for an Indian company's (Lynix World) website remodel.

Content Specialist

5.2017 – 5.2018

CALIFORNIA STATE UNIVERSITY, FULLERTON, Fullerton, CA

Coordinated with program teams and stakeholders to determine project needs, requirements, deliverables and target audience. Deliver error-free copy by editing and reviewing existing and newly created content, in accordance to AP and university style guidelines.

Key Accomplishments:

- Worked as the main point-of-contact and copy decisions for all writing projects after departure of the Dean of Communications.
- Secured email and webpage readership by executing market research and using SEO.
- Collaborated with cross-functional teams to create content for webpages, emails, advertisements, social media post, forms and print documents.

Freelance Resume Writer

5.2016 - 8.2017

TALENT INC., Remote (Living in India)

Interfaced with clients to determine project requirements. Ensured successful passage through ATS systems by composing tailored documentation in compliance with company quality

standards and client specifications.

Key Accomplishments:

- Consistently earned 5-star reviews.
- Enhanced and edited client content, ensuring effective use of keywords.
- Secured client satisfaction by maintaining consistent communication and deadlines.

Copywriter

8.2015 – 12.2015

ANGELINO'S COFFEE, Los Angeles, CA

Collaborated with CEOs to strategize, design and write emails, product descriptions and future blog post. Oversaw customer service via telecommunications and direct messaging.

Key Accomplishments:

- Generated leads by coordinating with CEOs in planning, developing and designing an email drip for a Mother's Day promotion.
- Optimized company website by enhancing and writing content for all sections including the landing page, product descriptions and FAQs page.
- Engaged online client base by answering client questions, concerns and feedback on Facebook and maintaining web presence through posts.

Additional Experience (During College)

Media Communications Specialist & Technical Editor, Moon Valley Software, 2014-2015

Intern, Canyon News, 2015

Intern, New Times San Luis Obispo, 2014

Intern, Tunisia Sfax Project, 2013

Staff Reporter, Mustang News, 2012 – 2015

EDUCATION

Bachelor of Science in Journalism

California Polytechnic State University, San Luis Obispo, CA, 2015

- Editorial Concentration with minors in Ethnic Studies, Religious Studies and Women & Gender Studies
- Courses: *Multimedia Journalism*, *Visual Communication for Mass Media*, *Advanced Digital Journalism*
- Created "Wanderess Magazine" for senior project—a magazine tailored to college-aged female travelers.

ASSOCIATIONS & AWARDS

Neil E. Spradlin Scholarship for the Recognition of Individuality, 2014

AIESEC International, Member, 2012-2014 | **Iota Iota Iota**, Member, 2012-2014