

# RAMON TORRES

Copywriter | Brand Strategist



## CONTACT ME

torresr272@gmail.com

www.ramonjtorres.com

## EDUCATION

**California State University, Northridge**

B.S. in Marketing

Graduated May 2020

## MARKETING SKILLS

Copywriting

Copy Editing

Email Marketing (Creative and Analytics)

Advertisement Scripting

Content Management System (CMS)

Social Media Content Creation

Project Management

KPI Analytics

SEO Auditing and Optimization

Data Visualization

## BRANDING/DESIGN SKILLS

Visual Design

UX Research and Design

Adobe Illustrator

Adobe Photoshop

Adobe Xd

Adobe InDesign

Canva

WYSIWYG (WordPress, Webflow)

## PROFESSIONAL EXPERIENCE

### Learning Without Tears

Associate Copywriter

December 2021 - Present

- Crafting strategy copy for Web, Social Media, CRM, and campaign-related work
- Writing promotional video scripts for program awareness and marketing efforts
- Proofing and copy editing program brochures, product catalogs, informational sell sheets
- Conceptualizing product identity for new and experimental educational programs
- Working with internal creative teams to execute projects and address client needs

### WhiskerCloud

Junior Copywriter

May 2021 - October 2021

- Researching, writing, and editing 10+ custom blog posts of 350+ words per month for clients across veterinary, dentistry, and entertainment industries
- Editing and reworking website content/marketing copy (mission statements, about information, team member bios) tailored to client vision and value
- Performing quality assurance on websites prior to launch (3-4 page sites of 30+ pages per day) - troubleshooting WordPress bugs, copy errors, SEO issues, and overall functionality
- Auditing, optimizing, and testing website metadata to enhance SEO scoring

### The Giving App

Creative Brand Manager | Copywriter

August 2020 - Present

- Revamping brand (visuals and messaging) to effectively communicate vision and values
- Designing and scheduling social media content to promote follower interaction and growth
- Revisioning company website including wireframing, prototyping, and designing (WordPress)
- Maintaining communication processes with platform users (charity managers, donors, influencers)