

RAMON TORRES

Marketing Copywriter | Creative Strategist



CONTACT ME

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EDUCATION

California State University, Northridge

B.S. in Marketing, May 2020

MARKETING SKILLS

Copywriting & Content Editing (web, sales)

Email Marketing & Analytics

Content Strategy & Campaign Execution

Brand Messaging & Voice Development

Ad & Script Writing (Video, Display, Social)

Social Media Content Strategy

Project & Campaign Management

User Analytics (Hotjar, Google Analytics)

SEO Auditing & Optimization

CMS Management (WordPress, Webflow)

BRANDING & DESIGN SKILLS

Visual & UX Design Principles

Wireframing & Prototyping

Adobe Creative Suite (Illustrator,

Photoshop, InDesign)

Digital & Print Asset Creation (Canva,

InDesign)

Web Design & CMS Platforms (WordPress,

Webflow)

Style Guide Development & Brand

Enforcement

PROFESSIONAL EXPERIENCE

Learning Without Tears

Associate Copywriter

December 2021 - March 2025

- Directed end-to-end production of Literacy Matters podcast (guest scheduling, messaging, launches), increasing viewership 10x
- Developed and executed content strategies across 20+ quarterly campaigns, ensuring brand consistency in emails, brochures, sales pages
- Produced SEO-driven blog content (3–5 posts/month), boosting organic traffic 35%
- Optimized website content, increasing keyword rankings and organic visibility by 20% through data-driven adjustments

WhiskerCloud

Junior Copywriter

May 2021 - October 2021

- Developed copy assets (mission statements, bios, About pages), establish client brand personality and patient benefits
- Wrote and scheduled 600–800 word blog posts for veterinary audiences, increasing engagement and organic traffic by up to 20%
- Conducted daily website audits for SEO, brand consistency, and UX, improving site performance
- Troubleshooted WordPress issues, improving responsiveness and cutting bounce rates by ~18%

The Giving App

Creative Brand Manager

August 2020 - Present

- Recrafted brand messaging guidelines to align with platform pivot, clearly communicating product benefits and improving market positioning
- Led full website overhaul and Webflow CMS migration, including content reorganization and storytelling refinements
- Wrote ad scripts and creative treatments for product launches, driving awareness across digital channels
- Designed targeted email campaigns to nurture leads and grow subscriber engagement, strengthening overall brand visibility