

Multicultural Creative Director / Global Content Strategist / Copywriter

VISION: To provide SEM, branding, and creative strategy for optimized content and promotional campaigns in English and Spanish. To define business goals and KPI's using web analytics for audience engagement, conversion, and customer acquisition. To build on a 15-year career ideating, executing, translating, managing, and achieving the successful launch of global digital campaigns, supporting AEM, SharePoint, SEMrush, Google Analytics, as well as providing content marketing direction for world-class IT companies, advertising agencies, and digital outlets.

CONSULTING & FREELANCING PROJECTS: Mercedes-Benz, HBO, Grey / Wing, Cline, Davis & Mann, Ogilvy Healthworld (Flibanserin Global Launching), Fluent360 (Nissan account), Possible, Tag WorldWriters, TuSalud / POZ Magazines (GSK).

MOBILE APPS — UI & UX Direction: myCigna Mobile App (Health Management App); TextMaker Mobile, PlanMaker Mobile, and Presentations Mobile Apps (SoftMaker's FreeOffice Apps); Facebook's PeepTalk Video-chat App; Skout Dating App.

EXPERIENCE**Global Content Supervisor / Senior Writer. WebMD / Medscape, Multimedia Digital Publisher, NYC. 2016 – 2018**

- Successfully launched the global tactics and product outreach (**52% growth YOY**), spearheading multilingual projects.
- Implemented WorkFront ProofHQ app integration with Adobe InDesign & Photoshop to drive automation and production efficiency (**30% cost reduction**).
- Developed direct-to-physician marketing communications providing Medical & Legal Compliance and Annotations.
- Performed creative direction, SEO, and strategies for Medscape TV's tactics and mobile products.
- Engaged in multicultural creative adaptation, global branding alignment, and web content management.
- Managed and supervised an interdisciplinary team of writers and editors in London, providing international editorial and cultural consulting for tactics and content in Spanish, French, Brazilian Portuguese, German, Catalan, and Italian.

Clients included Novartis, Merck, Novo Nordisk, Boehringer Ingelheim, Pfizer, Bayer, Genentech, AstraZeneca, Roche, J&J.

Global Content Strategist / Copywriter. Google World Cup Data Newsroom (RGA), Digital Agency, San Francisco. 2014

- Provided search engine data analysis for content optimization to drive trending topics for digital marketing strategies.
- Implemented multicultural ideation and creative conceptualization in English and Spanish to develop international multichannel campaigns for Google's social media coverage of the 2014 FIFA Football World Cup.
- Engaged in drafting, editing, translating, and proofreading advertorial, entertainment, and journalistic content.
- Managed localization and globalization teams, and provided QA and testing for applications and websites.

Consulting Multicultural Creative Director / Copywriter. Hill Holliday + Erwin Penland, Ad Agency, NYC. 2009 – 2016

- Successfully launched the agency's integrated Hispanic communications, providing creative and graphic design supervision, and bilingual copy across social media, shopper marketing, sponsorship, direct mail, and digital accounts.
- Achieved improved results through Hispanic & General Markets efficient language alignment.
- Provided bilingual copy adaptations for interactive programs involving NFL gaming platforms.

Clients included Verizon Wireless, Sears, Michelin, Advance America.

Consulting Multicultural Copywriter. DirecTV, Broadcast Satellite, NYC. 2010 – 2011

- Achieved in-house consolidation of bilingual creative ideation and copy for direct marketing and digital efforts. Increased cost efficiency in Hispanic & General Market integrated communications.
- Provided linguistic consulting for bilingual creative campaigns and copy adaptations.

Senior Bilingual Copywriter. People Group Magazine / Time Inc., Multimedia Digital Publisher, NYC. 2007 – 2008

- Engaged in the multicultural creative ideation, copy, and content development in English and Spanish for journalistic articles, advertorials, and marketing campaigns across multi-channel franchises.
- Managed Web Content, In-Book Programs, and developed bilingual marketing kits.

Clients included Unilever, Wal-Mart, Garnier, Trident, McDonald's, Verizon, Absolute Vodka, Nestle, Dior.

Senior Copywriter / Linguistic Depart. Manager. The Bravo Group / Young & Rubicam, Advertising Agency, NYC. 2001 – 2007

- Engaged in the creative ideation and copy for advertising and marketing campaigns across all media. Specialized in Hispanic & General Market integrated communications across TV/Radio, Web Content, Direct Marketing, and CRM.
- Managed the Linguistic Service Department, supervising transcreators, copy editors, and proofreaders.

Clients included Citibank, Banco Popular, Wells Fargo, AT&T, Sears, Mazda, Kraft, Miller, Microsoft, NYTimes, McDonald's.

EDUCATION

BS-MA* International Studies, Central University of Venezuela (UCV) Business School (*Licenciado)

BA-JD*, Andrés Bello Catholic University (UCAB) Law School (*Abogado)

Philip C Jessup International Law Moot Court Diploma, Washington, DC.