

# Karina Taveras

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<https://linktr.ee/kryptorina>

Miami, Florida

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## Creative Copywriter & Content Strategist

I am a content creator and brand storyteller at heart with +15 years of experience who has navigated the evolution of content and its distribution from Web1 through Web3. My portfolio includes branded web content, social media video content, on-air interviews, as well as blog posts and editorials, having worked with clients across industries that include Entertainment, Hospitality, Retail, and Healthcare. The breadth of my experience has not only honed my skills as a creative copywriter, video producer, and social media manager but fostered a deep appreciation for the transformative potential of emerging technologies as it applies to each of these roles.

I now produce original content that explores the intersection of art, culture, marketing and technology, and try to highlight exciting developments in the world of web3 and beyond through The Marketing Drop Newsletter and a technology focused Tik Tok series @kryptorina.

Specialties include:

- Expertise in AI tools Chat GPT, Perplexity and Midjourney
  - Proven track record in Branding and Creative Concept Development
  - Proficiency in Copywriting and Content Strategy
  - In-depth experience in Social Media Marketing and Multimedia Production
  - Accomplished in Sales & E-Commerce strategies
  - Passion for Community Building
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## PROFESSIONAL EXPERIENCE

### TAVERAS STUDIO

Miami & New York 2007-Present

#### Freelance Senior Copywriter and Video Content Producer

- Portfolio: Rodan & Fields, Caress, Diageo, Kraft, Wendy's, Goya Foods, Pepsi, Heineken, Sopexa, IKEA, Mastercard, LG, Florida International University, Sprint, Compass
- Publications: Saveur Magazine, NY Daily News, Islands Magazine, Remezcla.com, Sabor Magazine, The Latin Kitchen, Chowzter.com
- Agencies: *Publicis Modem*, *MRM McCann-Erickson*, *Ogilvy New York*
- Founder and Executive Editor, Latinfoodie.com, a food and lifestyle blog
- Writer, The Marketing Drop Newsletter

### DIRECTV

New York, NY 2009-2013

#### Senior Copywriter, Digital Media Group

- Spearheaded the conception and creation of DIRECTV's Entertainment Blog
- Lead writer for DIRECTV's Entertainment Blog
- Lead writer/producer of DIRECTV's Spanish-language site (approx. 2k pages)
- Collaborated with team of creatives, strategists, project managers, SEO/SEM channels, and subject matter experts to craft copy and messaging that meets business goals and objectives
- Managed timelines and creative reviews
- Partnered with internal and external stakeholders to effectively align digital efforts with company-wide initiatives

### THE VIDAL PARTNERSHIP

New York, NY 2004-2006

#### Copywriter

- Conception and copy development for direct and digital channels
- Clients include: DIRECTV, Sprint, Home Depot, Kraft, Wendy's

**LA COMUNIDAD****Miami, FL 2003-2004****Traffic Manager**

- Managed internal project flow between client services department in the U.S. and creative department in Argentina

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**SANTANDER PRIVATE BANKING****Miami, FL 2000-2003****Marketing Analyst**

- Managed and distributed mutual fund marketing materials to internal sales force
- Drafted and implemented policies and procedures for mutual funds trading desk

**EDUCATION & ADVANCED SKILLS**

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**MS, Digital Media, Columbia University, Graduate School of Journalism****May 2012****BA, Fine Arts and Economics, Stonehill College****June 2000***Junior Year Abroad program in Paris, France: La Sorbonne, Institut d'Etudes Politiques***Technology Skills**

ChatGPT, Google Bard, MidJourney, Substack, G Suite, CMS, Wordpress, Canva, DSLR Photography and Video, Adobe Photoshop, Final Cut Pro, PC, Mac, Google Analytics, Constant Contact

**Languages**

Spanish: Fluent

French: Fluent

Portuguese: Basic