



# ERENDIRA RAMIREZ-ORTEGA

COPYWRITER

## PERSONAL PROFILE

I'm a copywriter with over 20 years of experience in writing, editing, and content development for companies in the academic, corporate, and publishing industries. I write powerful campaigns and partner with clients who are committed to telling stories creatively and effectively.

## PROFESSIONAL SKILLS

- Campaign Management
- Graphic Design
- Web Content Development
- MailChimp/Mailerlite
- Online Publishing
- Research
- Rewriting
- SEO Writing
- Press Releases
- Newsletters
- Article Writing
- Creative Writing
- Web Copy
- Blog Posts
- Book Reviews
- Interviews
- Business Writing
- Technical Editing
- Document Design
- Presentations
- Essays

## CONTACT INFORMATION

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ENDORSEMENTS AVAILABLE HERE :  
[WWW.EROCREATIVE.COM/ENDORSEMENTS](http://WWW.EROCREATIVE.COM/ENDORSEMENTS)

## RELEVANT EXPERIENCE

### Editor & Copywriter

Burning Bush Press, 2015 - present

- Write, proofread, and edit content for blog. Generate high-quality content for brand recognition. Write newsletters, press releases, and social media copy for campaigns. Create digital info-graphics. Develop new marketing strategies to land subscribers.

### Web Copywriter

Pacific Baptist College, 2017 - 2021

- Wrote lean copy for the college's academic programs. Generated concepts and copy for online banner advertisements

### Newsletter Campaign Copywriter

SoCal Christian Writers' Conference, 2016 - 2017

- Launched multiple marketing campaign newsletters featuring interviews with faculty. Collaborated with the social media team to produce newsworthy features aligned with conference's brand identity. Conceptualized dynamic material for nation-wide campaigns.

### Curriculum Developer

DIRECTV, 2011

- Wrote Quick Studies as copy solutions for training and quality line items. Updated workbooks and midterms. Wrote easy-to-follow user documentation for style guides, leader guides, and participant guides.

### Instructional Designer

Cal State University, Dominguez Hills, 2010- 2011

- Scripted, narrated, and edited 3 course-design tutorial videos. Drafted faculty-level presentations, including articles, scripts, banner campaigns, and process flow-charts.

## EDUCATION

### MILLS COLLEGE

M.F.A in Creative Writing,  
1997 - 1999

### UCLA

B.A. in Latin American Studies,  
1995-1997