

# RUDY SAN MIGUEL

Portland, Oregon

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## SUMMARY

Ecommerce Copywriter and Content Creator with over seven years' experience crafting brand messaging and writing copy that heralds calls to action. Excels at myriad digital marketing channels—banner ads, social media content, email campaigns, landing pages, commercial blogs, and more. Experienced in working with teams in-office and remotely. Strives to be a worker among workers and to build successful marketing campaigns that drive sales and increase profits.

## WORK EXPERIENCE

### ***Email Copywriter (Remote Consultant)***

**Children in Harmony (CIH):** Los Angeles, CA

October 2023 to December 2023

- Achieved 33% open-rate for holiday email campaign through concise, targeted subject-line content
- Revised email body-text for concise message focused content
- Wrote targeted, relevant call-to-action blurbs exceeded project goals by 12%

### ***Copywriter (Remote Consultant)***

**ICF: Strategic Consulting & Communications:** Fairfax, VA

June 2021 to August 2021

- Drafted email marketing copy for various public utilities and government institutions
- Wrote content for social media ads for several public utility clients
- Revised content for clarity, brand personality, and grammatical correctness

### ***Ecommerce Copywriter (Freelance Consultant)***

**RED CUBE PRODUCTION INC:** Burlingame, CA

January 2021 to Present

- Wrote initial drafts of email marketing and landing page copy for Asmoke Wood Pellet Grill's IndieGoGo campaign, raising \$1 million in less than a month
- Wrote social media copy for 15 separate companies increasing followers by roughly 23%
- Wrote video script for Zyme Balanz video cards, increasing web traffic by 31%
- Translated Lifease Chinese webpages using online translators and revising for American audiences

## ***Ecommerce Copywriter / Content Writer (Remote Consultant)***

**GROUPON:** Chicago, IL

June 2021 to August 2021

- Drafted copy to drive sales for Fall marketing campaign that included banner ads, email, paid displays, push notifications, and in-app promotions
- Revised blog content for various promotions to drive sales for Fall marketing campaign
- Wrote blog content for travel promotions to drive sales for Fall marketing campaign

## ***Ecommerce Copywriter***

**RED CUBE PRODUCTION INC:** Burlingame, CA

April 2019 to January 2021

- Wrote initial drafts of email marketing and landing page copy for Asmoke Wood Pellet Grill's IndieGoGo campaign, raising \$1 million in less than a month
- Wrote social media copy for 15 separate companies increasing followers by roughly 23%
- Wrote video script for Zyme Balanz video cards increasing web traffic by 31%
- Translated Lifease Chinese webpages using online translators and revising for American audiences

## ***Communications and Marketing Coordinator (Remote Consultant)***

**SAMARITAN HOUSE:** San Mateo, CA

April 2021 to June 2021

- Managed Social Media channels, creating content, and updating editorial calendar based on organizational needs
- Developed content for e-newsletters, designed and deployed using Live Impact
- Created images and graphics for social media, newsletters, and webpages using Canva
- Coordinated creation of the annual organizational newsletter

## ***Ecommerce Content Writer (Remote Consultant)***

**MONETIZE YOUR EXPERTISE:** Buffalo, NY

January 2021 to August 2021

- Developed content for web pages, describing course content, highlighting features, and promoting the benefits of completing each lesson
- Developed and wrote blog content, revising for current SEO standards, and promoting features and benefits of Monetize Your Expertise services
- Revised and edited all content for Monetize Your Expertise and clients

## ***Ecommerce Copywriter / UX Writer (Consultant)***

**FINPEAK, INC:** Burlingame, CA

August 2019 to August 2020

- Wrote copy for Airmart and Airnect brands including website, email, newsletter, and other marketing copy
- Wrote and revised video scripts for Airnect
- Edited web, app, and marketing copy

## ***Content Writer (Remote Consultant)***

**Medical Insurance Exchange of California (MIEC):** Oakland, CA

September 2018 to November 2018

- Worked with MIEC, a Health Care insurer, to develop a structure for content for new Wellness webpage
- Draft all webpage content for Wellness webpages
- Revised content for clarity, grammatical correctness, concise language, and potency of message in interaction flows, user interfaces, app launches, and navigation

## **Ecommerce Content Writer (Consultant)**

**GROM AUDIO:** Belmont, CA

January 2015 to March 2019

- Drove traffic to website by over 30% (2015 to 2017) through writing of blog post content, optimized to enhance site SEO
- Increased new customer acquisition by over 15% through writing blog posts, web landing page, and email blasts for VLine product release

## **EDUCATION**

### **San Francisco State University**

2001 – Bachelor of Arts, Creative Writing

2014 – Undergraduate Certificate, Technical and Professional Writing

## **SKILLS**

Acrobat	Customer Service	PowerPoint
AdWords	Ecommerce	Publisher
Asana	Excel	Salesforce
Basecamp	Google G Suite	Slack
Branding	Google Translate	SmartSheet
Bynder	InDesign	Social Media Marketing
Canva	Live Impact	Word
Copyediting	MailChimp	WordPress
Copywriting	Photoshop	Zoom

## **VOLUNTEERISM**

- **Campaign Phone Advocate:** *Bay Area for Bernie*; San Francisco, CA - June 2015 to November 2015
- **Event Assistant:** *Sunday Streets*; San Francisco - March 2011 to June 2014
- **Grant Researcher:** *Cleo Eulau Center*; Mountain View, CA - June 2010 to November 2010
- **Grant Intern:** *Pacific Institute*; San Francisco, CA - August to December 2008
- **Content Writer:** *Net Impact Central*; San Francisco, CA - February 2008 to May 2008
- **Grant Writer:** *Josie's Place*; for bereaved children and their families, San Francisco CA - February 2008 to November 2008

## **PUBLICATION HISTORY**

<b>DATE</b>	<b>TITLE</b>	<b>PUBLICATION</b>	<b>ISSUE</b>
12/12/21	Bass and Fury	KNOT Magazine	Fall/Winter 2021
6/15/21	Small Talk with the Enemy	Teleport Magazine	NA
2/28/21	Return I Will to Old Brazil	Storylandia	42
1/15/21	Some Sympathy for the Devil	October Hill Magazine	Winter, 2021
11/27/20	Return I Will to Old Brazil	Scarlett Leaf Review	Fall Issue
10/9/20	The Endless	The Rabbit Hole	Weird Stories. Vol. 3
4/16/20	And Snow Falls Again on Virginia Street	CommuterLit.com	NA
3/12/20	A Forlorn Hope	FreedomFiction.com	NA

**REFERENCES AND PORTFOLIO PIECES UPON REQUEST**