

## WORK EXPERIENCE

**Senior Copywriter & Content Strategist | Regent Seven Seas Cruises** 2025-Present

- Developed and executed full-funnel content strategies that attracted, engaged, and converted luxury travelers by leveraging SEO best practices, audience insights, and data-driven storytelling to drive measurable business outcomes
- Led content planning and optimization efforts across the entire customer journey—from awareness to conversion—by translating strategic objectives into actionable testing plans, accelerating performance through continuous iteration
- Serviced cross-channel owners and maintained strong communications with internal customers to align digital, print, and trade efforts with the company's strategic goals
- Edited direct mail, web, social media, print advertising, onboard materials, and other marketing assets, ensuring consistency in branding and messaging

**Content Strategist & Consultant | Self-Employed** 2019-2025

CLIENTS: ATLAS OCEAN VOYAGES | ELENI & CHRIS | KARISMA HOTELS & RESORTS | NEXTTRIP | SANDALS REGENT SEVEN SEAS CRUISES | ROAR MEDIA

- Crafted copy that drives consumer bookings from targeted direct mail campaigns, digital marketing initiatives, and email campaigns
- Collaborated cross-functionally with internal teams and external partners, including agencies, to ensure alignment, deliver high-quality content, and provide clear, actionable feedback throughout the creative and production process
- Developed content for collateral projects, including promotional campaigns
- Managed complex projects with agility and accountability, balancing shifting priorities and deadlines while maintaining attention to detail, clear communication, and stakeholder alignment at all levels

**UX Writer | Verizon Connect** 2018-2019

- Conceptualized, scripted, and produced educational video content designed to engage users, clarify complex product features, and enhance the overall learning experience
- Revitalized in-app copy in English and led Spanish transcreation efforts, ensuring linguistic and cultural accuracy while improving clarity, tone, and user engagement across markets
- Launched new content initiatives, including a branded product blog and podcast, to expand thought leadership, drive audience engagement, and support strategic marketing objectives
- Led user research and content validation efforts, utilizing qualitative feedback and usability testing to ensure content effectiveness, accessibility, and alignment with audience needs

**Copywriter | Prestige Cruise Holdings** 2013-2018

- Crafted strategic messaging frameworks for high-profile product launches and new ship introductions, ensuring brand alignment and market resonance across channels
- Refined and reimagined brand voice across key touchpoints, delivering refreshed copy that elevated storytelling, strengthened brand identity, and deepened audience connection
- Spearheaded the development of new publications and digital content initiatives, including integrated social media campaigns, to support product marketing and brand engagement goals
- Scripted broadcast and onboard video content, including commercials and brand films, to captivate diverse audiences and enhance the customer journey across platforms

**Asst. Director of Marketing & PR | Florida International University**

2012-2013

- Produced a four-part documentary series highlighting student volunteer efforts in Nicaragua, capturing compelling human stories and amplifying the university's global engagement mission
- Developed and executed an integrated marketing campaign to showcase student artists, blending digital, print, and event-based storytelling to elevate visibility and celebrate creative talent
- Co-led the planning and execution of the inaugural TEDxFIU event, collaborating across departments to shape programming, promote attendance, and establish a lasting platform for student and faculty thought leadership

**Charter Manager | Norwegian Cruise Line**

2010-2012

- Led cross-functional teams in the planning and execution of high-profile branded theme cruises, ensuring seamless coordination across departments and delivering exceptional guest experiences aligned with partner objectives
- Forged and strengthened strategic partnerships with marquee clients, including Radio One, Sixthman, R Family Vacations, and Nickelodeon at Sea, driving collaboration, co-branded activations, and long-term business value

**Public Relations Manager | Starmark International**

2009

- Coordinated and executed a high-profile press trip, resulting in targeted media coverage and earned placements in top-tier publications that elevated brand visibility and credibility
- Spearheaded the company's social media strategy, launching internal and external initiatives that expanded digital presence, drove engagement, and established best practices for ongoing brand communication

**Marketing Communications Manager | OBM International**

2005-2009

- Directed marketing communications strategy across eight regional offices, ensuring brand consistency, audience engagement, and alignment with firm-wide business development goals
- Authored high-impact editorial content on behalf of senior architects, translating complex design concepts into compelling narratives for proposals, publications, and thought leadership platforms

**EDUCATION**

## Bachelor's degree in English | Florida International University

2001

**SKILLS & CORE COMPETENCIES**

Fluent in Spanish (Used in Professional Writing and Localization Projects)

Content Strategy &amp; Messaging

Marketing Analytics &amp; Optimization

Audience Research &amp; Segmentation

Cross-Functional Team Leadership

Multi-Channel Campaign Execution

Data-Driven Decision Making

A/B Testing &amp; Performance Insights