

SOFÍA CONTRERAS

SR COPYWRITER & TRANSLATOR

+12 years as a creative copywriter. I create advertising campaigns mainly for digital media, such as social media posts, email marketing, and web content with an SEO process applied. My goal is to create authentic connections with impactful results.

MOST RECENT WORK EXPERIENCE

Senior Copywriter & Translator at Celevideos

March 2022 - Present [Puerto Rico] [Celebrity Personalized Videos for Fans]

- Creating brand concepts, advertising campaigns, email marketing, social media and SEO content writing.
- English and Spanish creative writing, translation, proofreading and editing.
- Editing Canva designs and scheduling posts for social media and email marketing.
- Collaborating with designers, managers, and developers to deliver high-quality ad solutions.

Senior Copywriter, SEO & Translator Freelance

February 2013 - Present [worldwide]

- Top rated talent in Upwork, with 100% job success. View my [Upwork Profile](#).
- Met the communication needs of these customers: Hitachi Energy (Multinational brand), Can Agency (Uruguay), Hagler & Conecta 361 Agency (Uruguay), Look a Link (Brasil), Oberst (Netherlands), Smile Grant (USA).

Senior Copywriter & Content Manager at Rosario+Rodriguez

January 2020 - April 2022 [Puerto Rico] [Advertising Agency]

- Increased 1000% of social media followers for FS Perfumes by creating social engaging content.
- Increased sales by 300% over a one-year period of FS Perfumes weekly sales from Mailchimp by creating educational content for resellers.
- Created English and Spanish advertising campaigns, email marketing, social media and SEO content writing for these brands: Cannaworks, FS Perfumes, Smart Screening, Celevideos and Encuentra Estudios.

PREVIOUS WORK EXPERIENCE

Senior Copywriter at 2Dmente Advertising Agency

August 2015 - November 2016 [Córdoba, Argentina]

Senior Copywriter at Zeinot Advertising Agency

August 2014 - December 2016 [Córdoba, Argentina]

Senior Copywriter at Madher Advertising Agency

August 2013 - December 2013 [Córdoba, Argentina]

Copywriter at AMB Comunicación Advertising Agency

March 2010 - November 2010 [Córdoba, Argentina]

EDUCATION

B.A. in English-Spanish Translation at Lenguas Vivas Institute (4 years equiv. degree)

February 2022 - December 2025 (expected) [Córdoba, Argentina]

Certificate in E-commerce and Digital Marketing at National University of Technology

February 2019 - December 2019 [Córdoba, Argentina]

Master of Arts: Post Degree Specialized in Culture and Literature at National University of Córdoba

February 2013 - December 2016 [Córdoba, Argentina]

Certificate in Creativity Copywriting Specialized at 21st Century Business University

February 2009 - December 2009 [Córdoba, Argentina]

Bachelor's Degree in Advertising

at 21st Century Business University (5 years equiv. degree)

February 2004 - February 2009 [Córdoba, Argentina]

AWARDS AND SPECIAL MENTIONS

Named Prominent Citizen by the City Council of Anisacate

2021 [Córdoba, Argentina] ([link](#)). For the contribution of the app 'Detrás del Armario' to literature and digital innovation.

Finalist at the International Digital Short Stories Contest by Itaú Foundation

2020 [Buenos Aires, Argentina] ([link](#)). My short story *Detrás del Armario* was selected as one of the 40 finalists of over 4500 participants from three different countries (Argentina, Uruguay y Paraguay), in the Digital Stories Contest organized by the Itaú Foundation.

2º Mention in a Regional Short Story Contest by the City Council of Córdoba

2020 [Córdoba, Argentina] ([link to the book](#)). My short story *1am* was selected in 2020 as part of the *Quince ficciones rabiosas* anthology book in the Regional Contest by Casa Ciudadana, Córdoba.

Bronze in Advertising Contest by FEPI

2009 [Mar del Plata, Argentina] ([link to the short list](#))

TECHNICAL SKILLS

Social Media Management | Hootsuite | Mailchimp | SendGrid | Wordpress + Yoast SEO | Wordfast PRO | ClickUp | Trello | Wordfast | PRO Canva | Promo | Adobe | Photoshop | Adobe Illustrator | Adobe Premiere | Adobe Audition | Ahrefs | Keyword planner | Google Trends | Google Search Console | Ubersuggest | Other SEO Tools

LANGUAGES

- Spanish | native
- English | advanced
- French | intermediate
- Portuguese | basic