

Melissa Vargas

Writer & Content Strategist

(305) 915-5727

contact@melvargas.com

[Portfolio](#)

PROFILE

Versatile professional with 15+ years in copywriting, content strategy, development, and creative production. Expertise in social media management and strategy. Proven track record of crafting compelling content aligned with business goals.

LANGUAGES

Spanish, English, and Portuguese.

KEY SKILLS

- Content Strategy
- Brand messaging
- Copywriting
- Journalism
- Wordpress
- Team management

TECH SKILLS

- **Email:** Mailchimp. Mailerlite. Flodesk.
- **Organization:** Asana, Wrike, ClickUp, Trello.
- **Social Media:** Sprout Social.
- **Office Suites:** Microsoft, Mac, Google Drive Apps.
- **Creative:** Adobe Suite. Canva.

AWARDS

PROMAX North America
Emmy Award

PUBLISHED ON

South Florida Times
Debora La Revista
FabrikaLink
Cross Culture Collective
Kingdom Business Guide
El Peruanesimo
VOXXI

EDUCATION

B.S. in Communications
Entrepreneurship and Latin American and Caribbean Studies
Florida International University
Miami, FL. 8/05 - 12/10

CERTIFICATES

FIU Online

- Writerrific: Creative Writing Course
- The Keys to Effective Editing
- The Craft of Magazine Writing

Lynda

- Writing Ad Copy
- Writing Marketing Copy

LinkedIn Learning

- Editing Mastery: How to Edit Writing to Perfection

PROFESSIONAL EXPERIENCE

Marketing and creative strategist

2007 - Present, Miami, FL

- Copywriting, content strategy and development, brand messaging, creative producer.
- Partial client list: Univision Networks, Telemundo Networks, Miami Midtown Magazine, MADStudios, Chetu, StageWood, systemax, Inc, Gilly Vending, SAP

Senior Marketing Specialist

Garth Solutions, Inc. - 2023, Davie, FL.

- **Hybrid Role Description:** Marketing Expert, Content Creator, Branding Strategist
- Created editorial calendars, social media content, and blog posts for a major account.
- Played a pivotal role in shaping the company's rebrand, contributing to messaging voice, tone, and defining the audience avatar for the new brand.
- Strategized content and crafted engaging copy for clients' newsletters.
- Provided a strategic approach to all client deliverables.
- Developed the strategy, proposal, and presentation for potential clients.
- Actively participated in the client presentation team, contributing to winning the contract, and showcasing the lasting impact of my contributions.

Freelance Copywriter & Content Producer

Tropic Survival (South & Vista Motors, Carl's Patio, Natuzzi) - 2017-2018, Miami, FL

- Established tone and personality for all social media channels, ensuring consistency through effective copywriting.
- Successfully crafted messaging for print ads, contributing to impactful and engaging content.
- Facilitated intercultural communication by implementing "trans-created" script writing, specifically catering to the Hispanic consumer audience.
- Translated marketing initiatives and monthly themes into inviting and compelling blog content, aligning with brand objectives.
- Streamlined broadcast spot production for TV and radio, fostering cohesive communication among team members.

Copywriter

Univision Communications, Inc. - 2015-2016, Miami, FL

•Scriptwriting and Production:

- Wrote and produced compelling scripts and promos for daily properties on the UniMás network, including movies, Cine Cantinflas, Rosa de Guadalupe, Sal y Pimienta.

•Communication Management:

- Successfully maintained open and effective communication channels:
- Liaised with studios to address marketing needs and ensure seamless collaboration.
- Fostered clear communication within the production team.
- Coordinated with other marketing teams for comprehensive 360-degree strategies.

•Campaign Collaboration:

- Actively collaborated with diverse marketing teams and producers to develop and execute innovative campaigns.
- Contributed creative insights to enhance campaign effectiveness.
- Fostered a collaborative environment for the generation of new ideas and strategies.