

ALFREDO SALKELD

COPYWRITER

PROFESSIONAL EXPERIENCE

Marketing Coordinator/Copywriter

OASIS (HYATT) — November 2018 - Present

- Oasis is Hyatt's entrance into the home sharing industry
- Develop content strategy to increase brand awareness and bookings
- Analyze data to find consumer insights and refine creative messaging
- Identify audience segments and write SEO landing pages
- Write all website, blog, social and email copy
- Collaborate with team distributed across 20+ cities

Content Specialist

FREELANCE — January 2017 - November 2018

- Spent one year traveling and freelancing for non-profits and small businesses
- Provided clients with copywriting, video production and web design
- Learned to communicate effectively with people of different backgrounds

Junior Copywriter

PUSH — August 2015 - August 2016

- Wrote digital ads, websites, social posts, radio commercials, TV and so on
- Ensured all content was consistent with clients' brand guidelines
- Brainstormed concepts for large-scale, campaign-specific activations
- Delivered high-quality work under tight deadlines

Copywriting Intern

ARNOLD WORLDWIDE — June 2015 - July 2016

- Wrote digital and social content
- Came up with big ideas and experiences using a problem-solving approach
- Collaborated with art directors to create effective, compelling campaigns

Advertising Intern





MOK2 — June 2014 - August 2014

- Collected and interpreted data from Google Analytics and Facebook Insights to present to clients
- Researched market demographics to develop outreach tactics

THINGS I'M PROUD OF

- Five-time American Advertising Award winner
- One of my campaigns hit the front page of Reddit.com
- Work featured by Mashable, Business Insider & The Orlando Sentinel
- Gave a talk at TEDxUCF

CONTACT

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EDUCATION

University of Central Florida
B.A. in Advertising & PR

HubSpot

Content Marketing Certification

ACCOLADES

Best of Show

Orlando Addys 2016

2015 Fellow

Multicultural Advertising
Internship Program

SKILLS

Copywriting
SEO
Brand Development
Email Marketing
WordPress
Basic HTML/CSS
Adobe Illustrator
Adobe Photoshop
Unicycling