

AUSTIN, TX 78727

(626) 833-7707

MARIA.A.ZELADA@GMAIL.COM | [MARIAZELADA.WIXSITE.COM/PORTFOLIO](https://mariazelada.wixsite.com/portfolio) |

[LINKEDIN.COM/IN/RIAZELADA](https://www.linkedin.com/in/riazelada)

MARIA ZELADA

Senior Content Manager

A detail-oriented leader with a diverse marketing background. Experienced working in high-pressure, in-house agency environments. Accomplished in writing copy for advertisements, webpages, social media, scripts, emails, direct mail, blogs, digital content, print and UX. An interpersonal communicator with strong copywriting and project management skills for both B2B and B2C companies in SaaS and e-commerce. A skilled out-of-the-box thinker that loves strategically solving problems.

SKILLS

Copywriting, SEO, Editing, Project Management, Digital Marketing, Campaign Management, CMS Management, Google Ads, Facebook Ads, Email Marketing, Calendar Development, UX Writing, Multi-Channel Marketing, Content Development, Market Research, A/B Testing, Script Writing, Web Writing, Packaging & Catalog Copy, Content Auditing, Creative Strategy, Figma, Slack, CMS, Jira,

EXPERIENCE

COVER GENIUS, Remote from Austin, TX — *Senior Content Associate/UX Writer*

SEPTEMBER 2021 - FEBRUARY 2025

- Helped create a marketing campaign in partnership with Uber that led to a 23% email open rate (higher than average), a 500% lift in users navigating to their insurance hub, and between 500-1,000 insurance hub views per email sent with the highest spike in new policies sold.
- Spearheaded the development of a customer testimonial collection process.
- Led the development of a first ever B2C marketing packet to encourage partner marketing enablement during integrations.
- Shortened content development timelines by helping establish better collaboration processes.
- Improved procedures with strategic content development including content guides and document naming guides.
- Cross collaborated with clients, like Uber, Hopper, Expedia, Stripe and ShipStation, to develop marketing content and strategies to position our insurance products.
- Collaborated across insurance, legal, design and product teams to deliver compliant UX content.
- Led the content and marketing strategy for the company's mid-market app, XCover Go.

FACEBOOK, Remote from Austin, TX — *Contract Senior Copywriter*

MARCH 2021 - SEPTEMBER 2021

- Generated content including writing lead generation emails, performance landing pages, paid ads and other messaging for small business demand generation needs.

- Fostered professional relationships with SMBs to help nurture their use of Facebook SMB resources and tools.
- Provided content guidance to the larger SMB team including editing, content strategy and content development .

HELIUM 10, Remote from Austin, TX — Copywriter (Marketing Specialist)

JUNE 2019 - MARCH 2021

- Created and A/B tested a new onboarding email sequence with a 70% open rate.
- Conceptualized, wrote video scripts and assisted in video content production, garnering the highest video content views for the company at 50k, 48k and 28k for the top-performing videos.
- Wrote copy for and directed the company's post-business assistance fund retention campaign, leading to the highest post-promotion retention rate, 60% compared to 20% in past promotions.
- Led the production of the weekly newsletter email.
- Improved Facebook ad click-through rate through detailed data analytics and strategic ad copy improvement.
- Spearheaded the development of the company's first creative brief.
- Worked with key stakeholders to lead the campaign strategy for the company rebrand.
- Led the Black Friday promo campaign, including marketing strategy, messaging, scriptwriting and producing a video ad in less than three days.
- Spearheaded the conceptualization and direction for the company's weekly news video content.
- Rewrote the copy for the entire company website using UX-optimized content.
- Assisted in naming, branding and marketing for the company's financial product, Alta.

CURACAO, Los Angeles, CA — Copywriter

AUGUST 2018 - JUNE 2019

- Spearheaded the development of the company's first social media content calendar.
- Streamlined processes by leading the development and implementation of company-wide content and catalog guidelines.
- Legitimized the company nonprofit by wireframing, creating copy and coordinating with freelance designers to create a new website, and later managed the site.
- Advanced the company's first Latinos United Concert by wireframing the site and creating copy and all marketing assets.
- Led the company's Price Beat marketing campaigns, including messaging and creative conceptualization, scriptwriting and commercial production and billboard and ad development.
- Wrote and co-produced/directed multiple TV commercials.

CSU FULLERTON, Fullerton, CA — Content Specialist

MAY 2017 - MAY 2018

- Worked as the main point-of-contact for copy decisions for all writing projects after the departure of the Dean of Communications
- Collaborated in the university-wide website modernization project, including rewriting and editing copy for multiple department websites.

EDUCATION

California Polytechnic State University, San Luis Obispo — BS Journalism

2015

