

ANDREA MUÑOZ

- email: andreamunoz1220@gmail.com • cell: 305-496-3696 • Miami, FL •
- portfolio: andreamnz.com •

SUMMARY

Creative and results-driven marketing strategist and copywriter with 5 years of agency experience. Adept at managing multiple projects under tight deadlines while collaborating effectively with internal teams to strategize and create impactful content across various digital platforms.

EDUCATION

Florida State University
B.A. in English, with a concentration in Editing, Writing, & Media
Minor in Communications
April 2022

EXPERIENCE

Junior Strategist | Quimby Digital

September 2024 - Present

Remote

- Lead and facilitate client meetings, presenting performance insights, content strategy updates, and creative direction recommendations
- Manage organic content calendars, partnering with designers to develop on-brand creative
- Own monthly analytics reporting for all assigned clients, identifying insights, optimizations, and opportunities to ensure alignment with KPI goals
- Write platform-optimized social copy, including Reels, TikToks, carousels, static posts, and long-form LinkedIn content
- Lead daily inbound and outbound community management, maintaining consistent brand tone and fostering audience growth

Copywriter | Drive Social Media

March 2023 - August 2024

Miami, FL

- Executed copywriting and proofreading for various assets, including digital paid advertisements, video storyboards, shot lists, blogs, website copy, and pay-per-click ads
- Handled all copywriting tasks for 35-50 clients across multiple industries, including creating content in both English and Spanish for select clients
- Presented and explained creative concepts to clients, including marketing managers, directors, business owners, and C-suite stakeholders

Copywriting Intern | Under Her Empire

September 2022 - February 2023

Remote

- Collaborated with cross-functional teams to translate business briefs, marketing collateral, social media posts, creative decks, web pages, and more, into visually captivating assets
- Edited and wrote all copy for marketing emails, newsletters, and branded social media content

Editorial Intern | Reflect Beauty

October 2021 - December 2021

Remote

- Researched, edited, and wrote short and long-form, SEO-driven articles on trending topics in the WOC beauty industry including wellness, product endorsements, and influencer spotlights
- Wrote and scheduled daily newsletter and social media posts on Instagram, Facebook, & Twitter

SKILLS

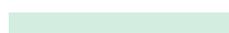
Fluent in Spanish



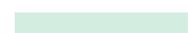
Google Ads + PPC



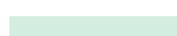
Meta Ads Manager



Google Analytics



Social Media Management



WordPress + SEO

