

JOSE RODRIGUEZ

Email: jarodz878@gmail.com
Portfolio: <https://www.writingjar.org>

EDUCATION

University of Florida
Master of Mass Communication 2022-2024
with a Concentration in Digital Marketing
Social Media Graduate Certificate

University of South Florida, Tampa, FL 2008-2015
Bachelor of Arts in Creative Writing

WRITING EXPERIENCE

Apollidon Learning - Tampa, FL
Marketing Content Director 2020-Present
Lead a team of copywriters, editors, and marketing specialists. Conduct high-level marketing strategy and oversee campaign execution. Utilize marketing analytics to adjust strategy and better engage prospects.

Marketing Copywriter 2020-2024
Create content, including articles and web content, for online college and university programs. Draft email campaigns for college recruiting efforts.

Leverage Digital - Tampa, FL 2019 – 2020
Content Strategist
Researched, wrote, and edited SEO content for B2C organizations. Evaluated existing strategies to identify areas of improvement. Oversaw online review management.

The Hoth - Tampa, FL 2017 – 2018
Freelance Writer
Drafted and edited articles and blog posts for a variety of products and services, including those offered by the hospitality, real estate, and technology industries.

Channel 8 - Tampa, FL 2016 – 2018
Script Writer
Contributed to scriptwriting, copywriting, and editing for an online cartoon targeting people of all ages. Collaborated with a team of writers and artists.

Giving Foundation for Children - Tampa, FL 2015 – 2015
Writing Intern
Wrote a children's book titled "Super Moms" about children with special needs and their caring mothers.

TECHNICAL SKILLS

- Applying SEO best practices
- Applying AIO, and GEO best practices
- Applying email marketing best practices
- Video editing with Adobe Premiere
- Analytics
- Management
- Content creation
- Content management