

TAMARA VASQUEZ

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SENIOR COPYWRITER

I'm a bilingual copywriter and freelance journalist on a mission to create a more inclusive and empowering community through authenticity and creative expression. I'm passionate about storytelling, committed to DEIA advocacy, and I strive to make an impact wherever I go.

WORK EXPERIENCE

Copywriter, Movement Strategy

Aug 2021 - Feb 2024

- Conceptualized and crafted social media content aligned with strategic insights and trends.
- Developed and managed brand voice and tone across Instagram, Facebook, Pinterest, Threads, and TikTok.
 - Clients include: Fenty Beauty, Amazon, Syfy, Corona, and Bravo.
- Produced engaging copy for Bravo, Amazon, and other brands targeting English and Spanish-speaking audiences.
- Scripted social videos and influencer content for campaign activations.

Significant Accomplishments:

- Spearheaded revisions to brand guidelines, resulting in a 396%+ growth in followers, 3.7M organic impressions, and the introduction of four new Instagram story formats.
- Initiated and led the first Latin employee resource group, championing diversity and inclusion.
 - The ERG fostered community while offering genuine insights and support to clients seeking to create content for the Latin community.

Associate Copywriter, TBWA\WorldHealth

Aug 2020 - Aug 2021

- Created high-quality copy content and generated new and innovative ideas while collaborating with art directors and the broader team.
- Worked harmoniously with all disciplines to align content and visuals.
- Assisted the Diversity and Inclusion team in launching newsletter initiatives and additional projects.

Digital Communications Coordinator, Universal Orlando Resort

Feb 2018 - Aug 2020

- Oversaw brand presence on social media channels, analyzing feedback and generating reports to enhance engagement.
 - Collaborated with the Social Media Marketing team to address guest feedback and concerns in English and Spanish.
 - Responded to guest reviews across multiple social media platforms, ensuring a consistently positive brand perception.
 - Served as a Content Engagement Intern in 2019, helping craft blog posts and managing content for Instagram, Twitter, and LinkedIn.
 - Utilized community management and copywriting skills to develop content calendars, manage user generated content, and conceptualize for media activations.
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EDUCATION

Bachelor of Arts, Advertising and Public Relations

Aug 2015 - Dec 2019

University of Central Florida

ADDITIONAL EXPERIENCES

- **MAIP 2020:** Participated in 11 weeks of virtual training and a 10-week internship, contributing to real-world projects and campaigns as a 4A's MAIP Fellow in the Multicultural Advertising Internship Program.
- **Rare with Google Leadership Academy Fellow 2022:** Participated in global leadership accelerator program for under-represented talent in creative industries, gaining insights and actionable strategies to advance career goals.