

Camila Pérez, Content Marketing + Creative Strategy

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Bilingual content marketer & creative strategist with a copywriting background, combining creative vision with data-driven optimization across social, email, web, and mobile. Experienced managing content across multi-market, multi-language brand portfolios in hospitality, e-commerce, SaaS, and lifestyle.

SKILLS

Content Strategy – Cross-Channel Localization – Email Marketing – DTC Copywriting
Script Writing – Bilingual Copywriting – UGC Creator

WORK EXPERIENCE

SHORT-FORM VIDEO SCRIPT WRITER & EDITOR, Static Media **07/2023 - Present**

- Adapt long-form editorial content into concise, voiceover-ready video scripts optimized for retention on short-form platforms.
- Write attention-grabbing hooks and story structures designed to maximize viewer retention.
- Source and curate supporting visuals to complement and strengthen each script.
- Collaborate with editorial leadership to ensure scripts align with brand voice and platform-specific tone.

CREATIVE COPYWRITER & CONTENT STRATEGIST, TQP Studio **11/2020 - 07/2025**

- Owned content strategy and editorial calendars across 4+ client accounts, aligning creative output with each brand's growth goals.
- Managed multiple editorial calendars across the marketing agency's client roster.
 - Designed and executed an organic, multi-channel sales strategy that generated \$17,000 in new client contracts.
- Tracked and analyzed campaign metrics to identify optimization opportunities.
- Created SEO blog content to increase organic traffic and boost search rankings.
- Built and managed automated email workflows and campaigns to nurture leads and improve customer retention.

CREATIVE CONSULTANT & LOCALIZATION SPECIALIST, Bumble **06/2023 - 12/2024**

- Developed culturally informed creative concepts based on initial briefs.
- Localized global market campaigns to ensure relevance across 5 key Latin American markets.
- Verified the cultural authenticity of campaigns through research and strategic adaptations.

GLOBAL BRAND COPYWRITER, Selina **08/2018 - 08/2024**

- Created on-brand, engaging content for the website, email campaigns, PPC ads, mobile app and UX copy, and short-form video scripts.
- Executed and iterated on 20+ monthly Google and Meta PPC campaigns, using performance data to develop and test creative variations that boosted ROI.
- Enhanced email marketing campaign performance through A/B testing.
 - Improved email open rates from 15.5% to 26.8% and maintained a 21.8% average.
- Wrote SEO content in English and Spanish to expand organic traffic and search visibility.

EDUCATION

B.A. in Literature - Universidad de los Andes | Minors in Social Psychology and Journalism