

# LORENA SALDAÑA

Social Copywriter

## WHERE I LEARNED THINGS

### The University of Texas at Austin

Bachelor of Science in Advertising

## RECOGNITIONS

- 4A's MAIP 2017 Fellow
- 4A's MAIP 2018 Ambassador

## SKILLS

- Hablo Español
- Attention to Detail
- 360 Conceptual Thinking
- Content Creation
- Brand Copywriting
- UX Writing
- Tone of Voice
- Social Media Strategy
- Product Storytelling

## HOW TO REACH ME

956-219-4592

911lorena@gmail.com

www.lowrenahh.com

@lowrenah

## WHERE I'VE WRITTEN WORDS

### Copywriter

AKQA New York | Present

Currently diving into the worlds of lululemon, Maserati, CeraVe, Four Seasons Yachts, UGGs, Converse, Nike, Freedom Forum, Verizon Wireless, Sunrun, and TikTok.

### Copywriter

Digitas Chicago | Feb 2021 - May 2022

Wrote about the endless possibilities that come with paper goods for: Kleenex, Scott, Viva, and Cottonelle.

### Lead Copywriter

The Hustle HQ | July 2020 - May 2021

Developed brand voice, mission, and pillars for a womxn-led, community platform that's dedicated to rejecting complacency and welcoming self-growth.

### Jr. Copywriter

Dell Blue | Sept 2018 - Feb 2021

XPS and Inspiron laptops, Alienware, Dell Gaming, and CES.

### Copywriting Intern

Dell Blue | Jun 2018 - Aug 2018

Dell Gaming, Alienware, Commercial B2B, Small Business, Dell Social Media, and CES 2019.

### Social Media Intern

UT Austin - Office of the President | Feb 2018 - Jun 2018

Shared engaging content, wrote copy for daily posts, prepared monthly metrics, and conducted Snapchat/Instagram takeovers.

### Copywriting Intern

mcgarrybowen Chicago | Jul 2017 - Aug 2017

Oscar Mayer, Maven, LiveHealth Online, Anthem, and Lunchables with 100% Juice.