



ROMINA ESPINOSA

COPYWRITER

EXPERIENCE

Social Media Marketing

Talk Tennis (2017 - 2019)

Tennis gossip & breaking news show

- Project consultant for marketing efforts
- Growth of **32%** per month on Twitter & Instagram

Lead Copywriter

Bogobrush (2016 - 2017)

Recyclable & biodegradable toothbrushes

- **Increased toothbrush subscriptions by 9%**
- Created marketing strategies for Facebook & Instagram
- **Increased social engagement** on Twitter & Facebook

Social Media Manager

Saba's Fit For Life (2015 - 2019)

Fitness and lifestyle brand from 70+ year old bikini diva

- Growth of **100-300 followers/week** on Instagram & Twitter
- Created & managed content on behalf of a public figure
- Sold over **120 products** through writing Facebook ads

Ads Quality Rater

Google (2013 - 2014)

Leading advertising platform

- Improved & approved over **1200 ads** in English & Spanish

Social Media Outreach

Double Robotics (2012 - 2014)

Telepresence robot designer for businesses, schools, and hospitals

- Averaged **\$30k/mo in sales** for Double by converting followers into customers

GREAT AT

- Grammar
- Transcription
- Media/data organization
- Team management
- Translation
- Photoshop
- Video editing

MEMORABLE FOR

- Storytelling
- Collaboration
- Adaptability
- Attention to detail
- Time management
- Sense of humor

EDUCATED IN

Feature Film Screenwriting
UCLA ('08)

LANGUAGES

- English (*fluent*)
- Spanish (*fluent*)
- French (*Intermediate*)
- Italian (*Beginner*)
- Japanese (*Beginner*)



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