



ORLANDO RODRÍGUEZ

Wordsmith

My Contact

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📍 Salt Lake City, Utah

🌐 orlandorwrites.com

Hard Skills

- Content Writing
- Editing (AP, Chicago MOS)
- SEO
- Copywriting
- CMS (HubSpot, WordPress)
- Content Marketing

Soft Skills

- Great Communication Skills
- Strong Work Ethic
- Working Well under Pressure
- Self-discipline
- Strong Research Skills

Education

University of Utah

Bachelors in Film and Media Arts

Completed in 2014

Achievements

2022 Increased number of referring domains linking to Credit.com by 57%

2020 Built three new consumer brands for Apiary Fund

About Me

I am a hardworking, independent, and creative writer with the ability to craft content in a wide variety of topics. I can adapt to different tones and styles to engage specific audiences and drive conversions.

Professional Experience

Lendio | Content Manager

June 2023 - Present

Key responsibilities:

- Serve as a primary lifecycle email copywriter for the marketing team, supporting various products and services
- Jointly manage email campaigns and content calendars with lifecycle marketing counterparts, including analysis of asset performance to improve results and future efforts
- Effectively track and expedite projects by maintaining close communication with team members, content partners, and freelance writers
- Write content marketing assets as needed

Progrexion | Content Specialist

January 2021 - May 2023

Key responsibilities:

- Produce high-quality written SEO-friendly articles that meet applicable standards and are appropriate for the intended audience
- Produce intent-driven content to entice consumers through the buying process for Credit.com product offerings.
- Work with external content contributors to produce content swaps, guest posts, and other link building opportunities
- Manage Credit.com's PR efforts through press release distribution and resources for members of the media
- Oversee Credit.com's brand awareness and increased web traffic through social media content distribution

Apiary Fund | Copywriter

March 2019 - January 2021

Key responsibilities:

- Draft copy for marketing collateral, including email, video scripts, advertisements, etc
- Conceptualize and execute on a social media marketing strategy for major channels
- Assist in developing a unique voice and message to all marketing efforts
- Develop an SEO strategy focused on appropriate and competitive keywords

180Fusion | Content Writer/Editor

July 2017 - November 2018

Key responsibilities:

- Write content including blogs, infographics, on-page optimizations, website copy, etc
- Create content that implements SEO strategies and 180fusion's quality standards
- Manage a pool of contract writers and ensure the content they produce meets 180fusion's requirements