

Itzel Ileri Rodriguez

Copywriter

About

I love storytelling, french fries, and fuzzy socks. My name is pronounced it-cell. I speak both English and Spanish.

Experience

Jr. Copywriter | PPK

Sept 2021 - Present

- Brands: Bridgestone (BSRO), PDQ
- Script writing, content creation, product development

Copywriter | Authentic

Nov 2020 - July 2021

- Created Google, Facebook, and Instagram ads
- Wrote website copy, emails, and other marketing materials

Content Writer | Fuse Lenses

Jan 2019 - Mar 2020

- Composed and edited SEO optimized articles and blog posts
- Used social scheduler to plan a month's worth of social posts

Recognition

22squared

Mobilize 2021

- Best Copywriter

The Creative Circus

Summer Circus Student Show 2021

- Gold in Advertising | Print | Sriracha
- Bronze in Design | Books, Music, Posters | Sriracha
- Bronze in Image | Branded Media | Coors Light
- Merit in Advertising | Integrated Campaign | Sriracha
- Merit in Content Creation | Just for Fun | Naked Juice

Contact

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in @itzelireri

📷 @itzelIireri

Education

THE CREATIVE CIRCUS | 2021

Copywriting

UNIVERSITY OF FLORIDA | 2018

Bachelor of Science | Advertising

Clubs

Member | Ad 2 Tampa Bay

Feb 2021 - Present

- Attend career development and networking events

