

RENALDO SMITH

SENIOR COPYWRITER

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ABOUT

Passionate copywriter with 10+ years of experience including B2B, B2C, life sciences, consumer goods, banking, telecom, real estate, and editorial. Strong sense of customer focus to create highly targeted copy that inspires customers.

WORK EXPERIENCE

2023 - Present

SENIOR UX COPYWRITER

Santander Bank

- Wrote on-screen copy for the Santander Mobile App
- Updated company's brand and voice guidelines
- Produced content for Santander's public website and customer communication channels
- Updated copy across all channels to meet Apple and Android UX guidelines

2022 - 2023

ACD/SENIOR COPYWRITER

Commonwell

- Led messaging strategies and campaigns, from development to execution
- Wrote short-form copy for digital, print, and social
- Constructed long-form copy for websites, email campaigns, and video scripts
- Worked with strategy to build and guide briefs while crafting multiple ideas and messages

2020 - 2022

SENIOR COPYWRITER

ArisGlobal Product Marketing

- Produced conversion-focused messages for ArisGlobal's go-to-market campaigns, launches, blogs, fact sheets, whitepapers, web copy and other market-facing deliverables
- Partnered with marketing, sales, and product management teams to create a deep understanding of our products and our customers
- Identified key messages of all content and communicated accordingly in a professional and compelling way

2017 - 2020

SENIOR COPYWRITER

City Furniture Digital

- Led and executed UX campaigns for digital
- Partnered with cross-functional teams to develop content strategy and articulate brand voice and effectiveness
- Wrote product and web copy covering special financing, promotions, in-store campaigns yielding 50.3% conversion rate
- Wrote copy for social media accounts (IG, Facebook and Twitter) contributing to 143% increase in traffic to website

EDUCATION

Florida International University

2009 | Bachelor of Science (B.S.)
Journalism and Mass Communications
Cum Laude

EXPERTISE

Copywriting	██████████
SEO	██████████
Product Development	██████████
Marketing	██████████
Marketing Strategy	██████████
Branding	██████████

CERTIFICATIONS

2024 HFI Training

User Experience (UX) Foundations

2024 HubSpot Academy

Certified in SEO

2024 HubSpot Academy

Certified in email marketing strategy

2023 HubSpot Academy

Certified in content marketing

QUANTIFIABLE RESULTS

- Increase of 124% ECOM sales
- 121% increase in email driven traffic
- 68% increase in sessions
- Increase of 5.2M new visitors

TECHNICAL SKILLS

- Google SEO
- Google Analytics
- Figma
- Jira
- Access
- Confluence
- HubSpot
- WordPress
- User Experience
- Proofreading