

# MARIA CARMONA

Austin, TX | mariacarmona215@gmail.com | linkedin.com/in/maria-e-carmona | whoismariacarmona.com

---

Dear Hiring Team,

I am a bilingual copywriter and creative strategist with 2+ years of experience developing campaigns, editorial content, and communications strategies across agency, nonprofit, and startup environments. My work is grounded in a simple conviction: the best creative starts with a genuine understanding of the audience. That approach has shaped everything from email campaigns to long-form editorial to brand strategy.

My copywriting experience spans a range of formats and industries. At Craftmix, I wrote email campaigns that contributed to a 20% increase in open rates and a 15% lift in click-through rates. At Austin PBS, I collaborated with producers to publish long-form editorial under 24-hour deadlines, reaching 14,000+ subscribers. As a Senior Staff Writer at Afterglow Music Magazine, two of my articles ranked among the top five most-read on the site, including a profile of Scowl frontwoman Kat Moss published ahead of the band's Coachella debut.

On the strategy side, I have led content across six client accounts at Q6 Media, managing a combined audience of 95K+ followers and contributing to a podcast booking that generated 1M+ views in 24 hours. I have also developed bilingual content for Austin Community College's 1.8M+ monthly-visit website and conducted consumer research that informed an \$8,000 ad spend for Live Nation Latino targeting Hispanic families in the Rio Grande Valley.

As a fluent English–Spanish copywriter, I bring an added dimension to audience-focused work, one that is increasingly valuable for brands looking to communicate authentically across cultural communities. It is a skill I have applied in professional settings and consider a core part of my practice.

I would welcome the opportunity to discuss how my background in copywriting, creative strategy, and communications could contribute to your team's work. My portfolio at **whoismariacarmona.com** provides a fuller picture of my experience and approach.

Thank you for your time and consideration.

Sincerely,

**Maria Carmona**

mariacarmona215@gmail.com | whoismariacarmona.com