

MARIA CARMONA

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PROFESSIONAL SUMMARY

Bilingual English–Spanish copywriter and creative strategist with 2+ years of experience developing original content across email, web, editorial, and video platforms. Proven ability to translate audience insights into high-impact campaigns, with a track record of measurable results across agency, nonprofit, and startup environments. Fluent in Spanish (reading, writing, translation) with hands-on bilingual copywriting experience.

RELEVANT EXPERIENCE

Bilingual Marketing Copywriter

Feb 2025–Present

Austin Community College (ACC) — Austin, TX

- Owned copy for a four-part email campaign targeting 100+ prospects, converting pre-registered attendees into event participants for a high-attendance campus event.
- Refreshed homepage messaging biweekly using behavioral insights to serve ACC's 1.8M+ monthly-visit website.
- Adapted all digital copy across student demographics, ensuring bilingual accuracy and institutional compliance under strict deadlines.

Creative Strategist & Social Media Manager

Jun 2024–Present

Q6 Media — Austin, TX — Creative & Podcast Marketing Agency

- Sourced, booked, and produced a podcast guest feature that generated 1M+ views in 24 hours and 20K+ new followers — the highest-performing interview in the client's history.
- Conceptualized, wrote, and co-directed a high-production video campaign achieving 100K+ views across client social platforms.
- Elevated content performance by rewriting social copy and researching trending keyword patterns, increasing views from 38 to 1,575.
- Led content strategy across six client accounts, managing a combined audience of 95K+ followers with platform-specific messaging.
- Wrote interview questions and led creative direction for a thought leadership agency video used in a conversion-focused digital ad campaign.

Email Marketing Copywriting Intern

Jun 2024–Jan 2025

Craftmix Beverage Mixers — Remote

- Wrote conversion-focused email campaigns contributing to a 20% increase in open rates and 15% lift in click-through rates.
- Drafted influencer outreach and partnership materials that boosted brand awareness by 40% and expanded community reach to 200K+ followers.

Digital Marketing Intern

Jan 2024–May 2024

C3 Presents — Austin, TX

- Produced social content and visual assets for a community of 39,000 followers, generating 12,000 engagements across artist campaigns.
- Monitored engagement data and artist demographics across 100+ performers, synthesizing insights that informed festival sponsorship and advertising strategies.

Copywriting Intern

Jun 2023–Jan 2024

Austin PBS — Austin, TX

- Wrote persuasive ad copy and press materials for PBS shows including "Austin City Limits" across social, newsletters, print, and billboards — reaching 14,000+ subscribers.
- Partnered with Austin City Limits producers and publicists to craft and publish long-form blog posts within 24-hour deadlines covering major artists including Foo Fighters and Alanis Morissette.

Music Marketing Intern

Jun–Sept 2023

Live Nation Latino — Houston, TX

- Conducted data-driven market research informing an \$8,000 ad spend targeting Hispanic families, expanding ticket sales into the Rio Grande Valley market.
- Coordinated promotional giveaways with 10+ local record stores, strengthening grassroots regional engagement.

SEO Copywriting Intern

May–Aug 2024

MooreCo Inc — Austin, TX

- Researched, edited, and proofed SEO blog posts ensuring accuracy across product marketing, helping launch 35+ QuickShip products.
- Increased engagement by 200% in one week by adapting copy for digital platforms with audience-appropriate edits.

Community Outreach & Marketing Intern

Jun–Aug 2022

Texas Music Office, Office of the Governor — Austin, TX

- Researched and developed a statewide database of music businesses and community stakeholders to strengthen partnerships.
- Created outreach campaigns that drove social media engagement and increased awareness of state programs.

Senior Staff Writer

Jan 2022–May 2023

Afterglow Music Magazine, The University of Texas at Austin

- Two articles ranked among the top five most-read on the publication's site, contributing to 73K unique visitors and 85K page views.
- Exceeded publishing requirements by 50% while maintaining editorial accuracy under fast-paced deadlines.
- Translated specialized music industry terminology into accessible, engaging editorial content.

EDUCATION

Bachelor of Science in Public Relations — The University of Texas at Austin

2024

SKILLS & TOOLS

Writing & Content: Copywriting, AP Style, long-form editorial, email campaigns, social copy, press releases, SEO strategy (Semrush Certified)

Languages & CMS: Spanish (Fluent — Reading, Writing, Translation), Contentful, Wix

Analytics & Data: Meltwater, TikTok Analytics, Chartmetric, Luminate, Klaviyo

Project Management: Asana, Airtable, ClickUp, Google Drive, Microsoft Office Suite

Creative & AI Tools: Canva, Adobe Photoshop, CapCut, ChatGPT, Grammarly AI, Canva AI