

Miami, FL
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786-853-8278

JONATHAN PEREZ

PROFESSIONAL SUMMARY

Qualified writing professional and storyteller with extensive experience writing content for a variety of industries. Skilled in crafting compelling stories and creating content with a unique voice. Highly organized with a keen eye for detail and an excellent command of the English language.

SKILLS

Copywriting
Email Marketing
Social Media Marketing
Excellent Verbal and Written Communication Skills
Final Cut Pro 7 Editing Software
Edius
Adobe Premiere
Dalet
AP ENPS
Newsroom
Fluent in Spanish
Shooting with Panasonic DVCPRO HD Camera

EMPLOYMENT HISTORY

MAR, 2024 - PRESENT

Associate Director of Copy, Drive Social Media, Miami, FL

- Oversee the company's most prominent accounts, crafting compelling and strategic copy that drives measurable engagement and aligns with client objectives
- Contribute to RFPs and assist with pitch preparation in securing new business opportunities and expanding the client base
- Led department initiatives to optimize workflows, driving efficiency and maximizing output

MAR, 2023 - MAR, 2024

Senior Copywriter, Drive Social Media, Miami, FL

- Led a team of copywriters, provided guidance, mentorship, and feedback to enhance their writing skills and overall performance
- Trained new copywriters, ensuring they understand agency guidelines, client preferences, and industry best practices
- Conceptualized and wrote persuasive, engaging copy that resonated with target audiences and aligned with client objectives and brand identities driving higher conversion rates and ROI
- Acted as a point of contact for cross-market collaboration, assisted other teams when additional copywriting support was needed
- Monitored and analyzed content performance metrics, adjusted strategies as needed to achieve client goals and KPIs
- Collaborated with clients to understand their specific requirements, goals, and messaging needs to maximize ROI

OCT, 2021 - MAR, 2023

Copywriter, Drive Social Media, Miami, FL

- Developed creative assets and concepts for 40+ clients in diverse industries to drive social engagement and ROI on social media posts
- Created and conceptualized value-driven social media content including digital advertisements, video storyboards, shot lists, Pay Per Click ads, and additional materials across multiple social media platforms
- Wrote and delivered impactful social copy while maintaining clients' brand and voice
- Pitched storyboards, shot lists, social media ads, and other creative concepts confidently to clients including owners, marketing managers, and C-suite stakeholders
- Collaborated with graphic designers, videographers, and other internal team members to conceptualize and deliver social media campaigns to maximize return on investment

FEB, 2021 - OCT, 2021

Associate Sports Producer | Editor, WSVN, Miami, FL

- Created and edited sports packages for evening sportscasts and weekly 30 minute sports show
- Edited video and wrote scripts for evening sportscasts
- Pitched story ideas and worked alongside talent covering high school, collegiate, and professional teams (Miami Dolphins, Miami Heat, Miami Marlins, etc.)
- Shared and produced content on social media

DEC, 2019 - MAR, 2020

Fill-in Sports Anchor, NBC 6 South Florida WTVJ, Miramar, FL

- Anchored sports news, highlights, and stories during weekend evening sportscasts
- Produced and edited weekend sports segments

SEP, 2016 - SEP, 2019

Sports Reporter, 13WMAZ, Macon, GA

- Reported and covered Central Georgia high schools, colleges (UGA, Georgia Tech), and professional sports (Atlanta Falcons, Atlanta Braves, Atlanta United, etc.)
- Pitched, shot, edited, and presented stories on television and on various social media platforms
- Anchored, wrote, and produced weekend evening sportscasts

MAY, 2016 - AUG, 2016

Sports Associate Producer, NBC6 South Florida WTVJ, Miramar, FL

- Wrote, produced, and edited sports block for 11 p.m. sports segment and weekly 30 minute sports show

PORTFOLIO

www.jonathanmperez.com

AWARDS

- 'Best in Copy' - Drive Social Media 2022
- 'Copywriter of the Year' - Drive Social Media 2023

AUG, 2015 - DEC, 2015

Sports Intern, TV20 WCJB, Gainesville, FL

- Shot high school football games every Friday
- Wrote and edited scripts for sports segment show Overtime on Friday nights

JAN, 2015 - DEC, 2015

5 p.m. Sports Anchor, WUFT News, Gainesville, FL

- Anchored, produced, edited, and wrote sports segment for 5 p.m. newscast which includes covering high school sports within 16 county coverage area and University of Florida Athletics

AUG, 2015 - DEC, 2015

Florida Gators Football Beat Reporter , WUFT News, Gainesville, FL

- Covered and reported on the Florida Gator Football team (including SEC Championship, and Citrus Bowl)
- Attended media availabilities, interviewed athletes and coaches, shot home football games, uploaded video to server
- Created packages on football team, and players

JAN, 2015 - JUN, 2015

Florida Gators Baseball Beat Reporter , WUFT News, Gainesville, FL

- Covered and reported on the Florida Gator Baseball team
- Traveled to Omaha, Nebraska for College World Series and covered baseball team during postseason; created packages
- Attended media availabilities, interviewed athletes and coaches, shot home baseball games, uploaded video to server
- Reported live shots for 5 p.m and 6 p.m WUFT TV newscasts from stadium during home games

JAN, 2014 - DEC, 2015

Multimedia Reporter / Contributor, ESPN 850 AM WRUF, Gainesville, FL

- Multimedia Reporter / Contributor
- Edited interviews, provided on air talent, and delivered sports casts during National radio shows: Mike and Mike, SVP and Russillo, and local shows

MAY, 2014 - AUG, 2014

Intern, NBC6 South Florida WTVJ, Miramar, FL

- Edited video and wrote scripts that aired on 5 p.m., 6 p.m, 11 p.m. newscasts for sports anchors as well as weekly 30 minute sports show on Sundays
- Attended media availabilities for the Miami Heat and Miami Dolphins, and conducted interviews

EDUCATION

AUG, 2013 - DEC, 2015

Bachelor of Science Degree in Telecommunications, University of Florida, Gainesville, FL
GPA: 3.68/4.00

MAY, 2013

Associate of Arts Degree in Mass Communications / Journalism , Miami Dade College
Honors College, Miami, FL
Highest Honors - GPA: 3.80/4.00