

Contact

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www.linkedin.com/in/feliciamuniz
(LinkedIn)
feliciamuniz.com (Portfolio)
travelwriteher.com (Blog)

Top Skills

Writing
Editing
SEO Copywriting

Languages

English (Native or Bilingual)

Certifications

Become an AMA Professional
Certified Marketer in Digital
Marketing

Become a Content Marketer

Social Media Marketing: Managing
Online Communities

Publications

How Moving Inland Improved My Life

Felicia Muniz

Content Writer and Editor
Knoxville, Tennessee

Summary

Quality-oriented professional with 5.5+ years of experience and a proven knowledge of direct mail marketing, search engine optimization, and keyword research. Aiming to leverage my skills to successfully fill the Content Writer and Editor role at your company.

Computer and internet savvy, seasoned researcher, and a quick study of complex information. Major strengths include managing multiple priorities, attention to detail, and strong analytical skills.

Experience

Self-Employed

Freelance Writer and Editor

June 2009 - Present (10 years 10 months)

Remote

- Write and edit website content such as articles on health care, innovations in technology, travel, regional history, and much more

OnPoint

3 years 6 months

Content Editor

March 2017 - January 2020 (2 years 11 months)

Miami, Florida

- Edited content for proper grammar, readability and effective keyword density
- Supervised and mentored Junior Writers to improve and refine their writing skills regarding changes in content, style and organization
- Increased analytics and page optimization scores of web pages more than 10 points by revising content with honed SEO practices
- Researched original and modified terms that attract viewers and retain clients
- Authoritative in branding and promotion for topics such as driving services, finances, government assistance, health and wellness, recreation and travel, and more

Content Writer

August 2016 - March 2017 (8 months)

Miami, Florida

- Wrote website content, instructional and technical manuals, sales copy, how-to articles, and blogs
- Top writer for providing relevant and compelling ideas and content for blogs, static pages, and products
- Promoted to Editor after demonstrating innovative approaches to content creation and leadership skills with new hires

Scorpion Internet Marketing

Content Writer

May 2014 - August 2016 (2 years 4 months)

Greater Los Angeles Area

- Maximized clients' value by writing natural-sounding content with exemplary keyword placement so sales message is more readily received
- Increased traffic to websites by creating value-added and engaging landing pages
- Specialized in providing relevant and compelling content for blogs, static pages and products

Education

California State University-Los Angeles

Master of Science (MS), Health Care Management · (2010 - 2012)

Southern Connecticut State University

Bachelor of Arts (BA), Psychology · (2005 - 2007)