SOFIA CALVO JUNQUERA

Creative Copywriter specializing in head-turning headlines, witty copy & out-of-the-box ideas.
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EXPERIENCE

Senior Copywriter, JetSmarter, 2018

- Crafted messaging guidelines for brand voice and led content creation for print, digital and broadcast media for the billion-dollar private jet booking app.
- Managed content and design of the monthly newsletter, sent to members and non-members using MailChimp.
- Effectively communicated changes in membership structure and roll-out of pay-as-you-go option, which increased flight frequency by **more than 20%.**

Social Media & Copy Manager, Lion Agency, 2016-2017

- Created and proofread all copy for agency's online, offline, external and internal needs.
- Spearheaded content for e-blasts, newsletters, event invitations, flyers, brochures and marketing collateral for American Express client.
- Conceptualized, developed, pitched and executed successful Banker Incentive Program for South Florida region to increase International Dollar Card sales; which has been implemented by American Express 2x/year.
- Managed team of 5 designers to produce look and feel of visual pieces.

FREELANCE

FIRMA, 2017 – present

- Lead Copywriter for US launch of Drinkfinity, a PepsiCo brand; developing the creative voice across website, e-mail marketing, social media and paid ads.
- Generated waitlist of **120,000+ users** ahead of product launch through referral program and aggressive social media strategy.

Aroma360, 2017 – present

- Develop creative content for website, newsletters, social media, banner ads and blog for seasonal campaigns, product releases and other promotional material for the scent branding agency.
- Proofreading and editing of brochure, booklet and marketing collateral produced in partnership with a global luxury showroom retailer.

Shoot My Travel, 2017

- Led content strategy for launch of vacation photography startup; curating copy for app, website, e-blasts, blog and customer-facing communication.

EDUCATION

Postgraduate in Public Relations & Communications
Barry University, 2015

Bachelor of Arts and Sciences in Psychology
Florida International University, 2008 - 2011