

# Feli Oliveros

Business Finance, Fintech Writer & Editor

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Los Angeles, California

## EXPERIENCE

### Oliveros Marketing Services — *Self-Employed*

JUL 2016 - MAR 2018 // NOV 2019 - PRESENT

- Develops content for up to 7 clients at a time, using thorough research, industry trends, & current events to create compelling work.
- Conducts cold outreach via email and social media to identify & nurture new clients. Interviews media contacts, industry experts, & consumers as needed for assignments.
- Edits & fact-checks work using primary sources to ensure accuracy.

### Forge — *Contract Marketing Copywriter*

DEC 2021 - PRESENT

- Established content workflow & systems as first copywriter on the team.
- Develops email & ad copy, SEO-optimized blog posts, & case studies, offering improvements to marketing strategies along the way.
- Collaborates with different departments to develop content & marketing campaigns. Writes with compliance & UX guidelines in mind.

### i-Showcase, Inc. — *Director of Content Development*

MAR 2018 - NOV 2019

- Led content strategy & creative development for 27+ fine jewelry businesses in the US and Canada.
- Managed editorial calendar, projects, & invoices for a team of 8 writers and creatives. Brought in \$600K+ through content & creative programs.
- Refined workflow and established systems to cut down content creation time by 75%.

## EDUCATION

### University of California, Los Angeles — *B.A. in English*

2011 - 2015

### Hubspot Academy — *Content Marketing Certification*

ISSUED JAN 2020 // EXPIRES FEB 2022

## ABOUT ME

Content coordinator with 8 years of experience writing research-informed content that increases engagement, website traffic, & sales.

A high achiever with a marketer's mind, a writer's creativity, & a near-obsession with efficiency.

## FREELANCE WRITING CLIENTS

City National Bank  
FreshBooks  
Gusto  
Brex  
DRMTLGY

## SKILLS

Content writing & strategy  
Search engine optimization  
Social media & email management  
Project management  
Industry expert interviews  
Meticulous attention to detail