



# SUSY FERRER

PR & COPYWRITING PROFESSIONAL ☎ 917.463.9798

## ◦ DETAILS ◦

917.463.9798  
[susywrites@gmail.com](mailto:susywrites@gmail.com)

## ◦ LINKS ◦

[Linkedin](#)

## ◦ SKILLS ◦

### Communication Skills

Copywriting

Copy Editing

Cision

iContact

PRWeb

### Social Media Management

Microsoft Office

Wordpress

Google Suite

Adobe Photoshop

Adobe Premiere Pro

Adaptability

Ability to Work in a Team

## ◦ LANGUAGES ◦

English

Spanish

## 👤 PROFILE

I'm a versatile writer, editor and copywriter with 10+ years of online and print writing experience. I am skilled in writing concise and engaging prose for lifestyle articles and converting copy for landing pages and marketing materials for various topics. I wrote copy for fashion and beauty content for an award-winning regional magazine as well as advertorial copy for publications such as Travel + Leisure. Many years of experience producing editorials with targeted product placements. Seeking an opportunity to leverage my talents to dramatically increase website traffic and to share original and engaging content.

## 📁 EMPLOYMENT HISTORY

### Public Relations Director at RKG Creative Advertising, Miami

October 2012 — October 2020

- Successfully wrote and edited public relations materials including press releases, media pitches, press kits, fact sheets and marketing collateral.
- Managed and wrote copy for all company and client social media pages: Facebook, Instagram, YouTube, Twitter, TikTok, LinkedIn.
- Wrote and regularly updated all company and client website copy including blogs, product descriptions, and meta tags.
- Procured and managed all client media lists including local and international press contacts across various industries.
- Produced and wrote advertorial sections for publications such as Departures, Travel & Leisure, and Condé Nast Traveler.

### Managing Editor at Social Affairs Magazine, Miami

March 2010 — August 2012

- Oversaw and produced all content including monthly luxury product placement sections and beauty features.
- Wrote monthly feature stories on notable people, events and art related to the philanthropic communities of Miami and New York City.
- Conducted front to back copy writing and editing for each issue including features, masthead, credits, and advertising copy.
- Crafted monthly editorial calendar used to target brand public relations agencies and department stores for product and ad placement.
- Researched relevant and interesting topics prior to writing articles.

### Lifestyle Producer at Telemundo, Hialeah

January 2008 — December 2009

- Produced beauty and style segments for international, Spanish-language magazine program, *Al Rojo Vivo*,
- Coordinated and secured interviews, and edited clips for various local and national segments.
- Planned and executed all aspects of productions for segments including coordinating with talent and crew, and securing locations.
- Maintained relationships with key affiliates such as E! Entertainment Television, InStyle Magazine, and Mercedes-Benz Fashion Week to secure exclusivity for segments.

○ **Editor-In-Chief at Maya Magazines, Miami/Mexico City**

February 2005 — November 2007

- Oversaw and supervised all editorial content and initiatives for each monthly issue including copy, photo, and special advertising sections.
- Wrote all fashion, beauty, and celebrity features and directed the general editorial content for each monthly issue.
- Produced original photo shoots in Miami, L.A., and Mexico City for artists such as Carlos Ponce, Eduardo Verastegui, Constance Marie and Laura Harring.
- Created monthly editorial calendars in-line with national and international trends, events and current affairs.
- Worked part of the time from the company's main headquarters in Mexico City.

○ **Editorial Assistant at Florida International Magazine, Miami**

April 2000 — August 2002

- Wrote copy and procured content for all beauty and fashion sections.
- Coordinated and managed talent and productions for editorial features.
- Responsible for copy writing of all editorial features.
- Implemented an organizational system for editorial department to ensure company protocol and to increase productivity.
- Assisted Fashion & Beauty Editor in feature photo shoots.

🎓 **EDUCATION**

○ **Mass Communications, Florida International University, Miami**

September 1997 — July 1999

○ **AA in Print Journalism, Miami Dade College, Miami**

September 2005 — July 2007

Served as the school's newspaper editor during my tenure.

🎓 **COURSES**

○ **Professional Publishing Course, Stanford University**

July 2006 — September 2006