

Paula Horstman

I'm a copywriter who crafts language that's on strategy and aligned to current trends and pop culture.

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PORTFOLIO

www.paulahorstmanwrites.com

EXPERIENCE

Dell Technologies, Austin— *Copywriter*

March 2019 - Present

- Create concepts with art directors, collaborate and pitch to multiple clients to make trending content across our socials
- Write & edit marketing content for events bringing in 10,000+ attendees
- Collaborate with talent for shoots & productions
- Developed 1,300 social posts last year and generated 8m+ view on Dell's social media accounts

Fitt.co Houston—*Freelance Writer*

March 2018 - March 2019

- Wrote content that helped grow Fitt from a single-city blog to an international media company in 31 cities
- Researched the latest fitness trends and local events to write about
- Came up with content for native advertorial and social media posts

The CW39, Houston—*News writer, Producer*

June 2018 - September 2018

- Researched breaking national and local news stories and worked with Sr Producers, Editors, Designers, TV anchors
- Wrote stories that were delivered live on a Top 10 newscast in the U.S.

ADIT, Houston—*Web Writer*

January 2018 - June 2018

- Built and maintained multiple client relationships with weekly check-ins on the status of their web development and digital goals
- Optimized dozens of web and landing pages with SEO-driven copy
- Scheduled Google Ads and LinkedIn Ads while ensuring accuracy of patient forms and call-tracking.

EDUCATION

University of Texas at Austin — *Bachelor of Science, Advertising*

SKILLS

Creative strategy
Concepting
Campaign development
Presentation skills
B2B + B2C marketing
Web writing
Social media content
Production
SEO

MORE

Spanish Fluency
Adobe for Photography
Wordpress
HootSuite
Google Suite
Monday
Slack
Asana

