

MARINA GARCIA DE QUEVEDO

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SKILLS

Tools & Platforms: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Procreate, Canva, Capcut, HubSpot, Mailchimp, Microsoft Office Suite, Google (Suite, Trends, Analytics), Video/Photography Execution & Editing, Keynote (basic)

Brand Identity: Copywriting, Art Direction, Storytelling, Brand Voice & Messaging Consistency, Marketing Campaign Development & Coordination, Presenting & Communicating

Management & Strategy: Social Media (Publishing, Scheduling, Management, Trend Monitoring, Audience Listening), Calendar Management & Organization, Website Creation & Management, Data Analysis

Languages: Fluent (Spanish, English), Beginner (Italian, ASL)

WORK EXPERIENCE

Jr Copywriter | Zimmerman Advertising Agency

January 2026 - Present | Fort Lauderdale, Florida, USA

- Write copy across **Altria**, **Jet's Pizza**, and **Driveway**, adapting distinct brand voices across social, email, web, push notifications, and integrated 360° campaigns.
- Own social content creation and execution for Altria and Jet's Pizza, including concepting, asset creation, and video/photo editing.
- Collaborate with art directors, strategists, account teams, and clients to concept, refine, and execute creative work across fast-moving campaigns and day-to-day deliverables.

Creative Intern | The Community (Publicis Groupe)

June 2025 - August 2025 | Miami, Florida, USA

- Collaborated on campaign concepts, compelling copy, and mockups for **Walmart**, ensuring alignment with brand voice and HA (Hispanic Audience) cultural insights.
- Contributed to **Verizon x FIFA** intern-led project: developed creative assets for a digital/social first campaign, pitched directly to leadership, and earned executive recognition.
- Took initiative in preparing and pitching 10+ decks of fresh, out-of-the-box ideas for a market hole Walmart could fulfill while simultaneously collaborating on client briefs.

Copywriter Intern | Ganem - Independent Advertising Agency

September 2024 - December 2024 | Mexico City, Mexico

- Translated and adjusted global video content copy, sent from Samsung, for local audiences while keeping a cohesive, consistent, and recognizable brand message for **Samsung Mexico**.
- Wrote social media copy for Samsung Mexico, ensuring alignment with brand tone and campaign strategies.
- Pitched more than 15+ ideas for a new Samsung Mexico campaign, with 5 being approved by leadership and sent to client.
- Participated in 2 separate pitches to win over new agency clients (**Gatorade** and **J. García López**), gaining executive recognition for ideas pitched.

Marketing Associate | Urbatechture - Real Estate Developer

December 2024 - Present | Houston, Texas, USA

- Developed and executed multi-channel marketing strategies across social, email, CRM, and web, increasing engagement by 70% in 6 months.
 - Designed, wrote, and edited branded content including social posts, website copy, and campaign collateral while maintaining consistent brand messaging and tone.
 - Conducted market research and performance analysis to shape positioning, resulting in a 20% lift in leads.
 - Partnered with cross-functional teams to coordinate 10+ campaign launches.
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EDUCATION

The University of Texas at Austin | B.S. in Advertising, GPA: 3.7

August 2020 - May 2024 | Austin, Texas, USA

- **Texas Creative Portfolio Program - Copywriting & Art Direction**
- Minor in Media and Entertainment

Universidad Pontificia Comillas

January 2023 - May 2023 | Madrid, Spain

- Classical Art, The Mind & AI
- Study Abroad Program