

WHAT I DO AND HOW I DO IT

- Copywriting, Editing, Content Creation, Blogging, Proofreading, Translation
- Mass Media, Online Media, Social Media Strategy, Community Management, SEM and SEO
- Obsessed with details
- Methodically organized
- Notable presentation skills
- Completamente bilingüe (English/Spanish)

WHAT I'M DOING RIGHT NOW

2013 - Present

ZUBI ADVERTISING - MIAMI, FL

Digital Team Lead/Senior Digital Copywriter

I create digital advertising for multicultural markets for clients like Ford Motor Company, Lincoln Motor Company and JP Morgan & Chase Co. I oversee a digital team of copywriters, digital art directors and digital designers. (I still do radio and TV as well, old habits die hard.)

HOW I GOT TO TODAY

2012 - 2013

FREELANCER - MIAMI, FL

Bilingual Copywriter, Translator and Social Media Strategist

I joined the freelance world when my daughter started preschool. Copywriting, Editing, Content Creation for Social Media and SEO Copywriting for advertising agencies and startups, and Legal and Technical Translations: English/Spanish, Spanish/English.

2011 - 2012

GARCÍA-VÉLEZ HOUSEHOLD - MIAMI, FL

Full-Time Mommy

My responsibilities included keeping a newborn, two beagles and a stray cat alive, healthy and happy. Needless to say, I developed seriously awesome multitasking and organizational skills.

2010 - 2011

NOBOX MARKETING GROUP - MIAMI, FL

Associate Creative Director

I led the digital creative and social media teams; some onsite, some remote. (Thank you, Skype.) I developed creative strategies and wrote content for websites, online campaigns, email marketing, social media platforms, blogs and Facebook apps for clients like Copa Airlines, Mozilla Firefox and Lexus.

2008 - 2010

KAPUT MEDIA - SAN JUAN, PR

Partner and Creative Director

My first entrepreneurial venture, 100% digital. I developed and implemented online media strategies, social media strategies and paid media campaigns on Facebook, Google and other online networks. I created content for websites and social media, and did community management. I worked for brands like Honda, Coca Cola, AT&T, Procter & Gamble, Bacardi and United Way.



2005 - 2008

BADILLO NAZCA SAATCHI & SAATCHI - SAN JUAN, PR

Associate Creative Director

Second time at Badillo was even more awesome. By now, digital was really taking off (I joined Facebook) so I started writing for digital and won the agency its first digital award. I led one of the creative teams and learned a lot about direct marketing writing for Dewar's White Label, Banco Popular, Puerto Rico Telephone, El Nuevo Día and United Way.

2002 - 2004

UPR LEGAL AID CLINIC & UMPIERRE-SUÁREZ LAW FIRM - SAN JUAN, PR

Lawyer

I took a break from advertising to be a lawyer for a little while. It made my grandparents happy. But not me. I couldn't wear jeans to work anymore. So that was that.

2001 - 2002

DE LA CRUZ GROUP - SAN JUAN, PR

Associate Creative Director

My multitasking abilities went up to an all-time high, since I was also studying at night, finishing law school. I led one of the agency's creative teams and developed print, radio, TV and outdoor, for MoviStar, Puerto Rico Telephone and RG Premier Bank.

1999 - 2001

BADILLO NAZCA SAATCHI & SAATCHI - SAN JUAN, PR

Copywriter

This is where I learned to push boundaries to develop truly creative work. Produced print, radio, TV and outdoor for Procter & Gamble, Coca Cola, Banco Popular and the Interamerican University of Puerto Rico.

1998 - 1999

AMMIRATI PURIS LINTAS - SAN JUAN, PR

Copywriter

Starving for a new challenge, I moved on to my second agency. Unbeknownst to me (but knownst to others, who should have shared the information!) the company was in trouble and was bought by a different company, so I got laid-off. But not before creating prints, radio, TV spots, and many press releases for Johnson & Johnson, R.J. Reynolds and BBV.

1997 - 1998

ARTEAGA & ARTEAGA - SAN JUAN, PR

Copywriter

My first copywriter job! (A.K.A. My first real job.) My first print, radio and outdoor pieces were developed for Procter & Gamble (Pampers, Scope), Wyeth Ayerst, Royal Caribbean Cruises and RG Financial Group.

MY CURRENT ADDICTIONS

- [instagram.com/yanisa](https://www.instagram.com/yanisa)
- [yogisanonymous.com](https://www.yogisanonymous.com)
- Pinterest
- Spotify

