

Brigeda Hernandez

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Content Writer | Digital & Traditional

Whether it's a short story, a blog post, or a very last-minute wedding toast I didn't know I was giving, I've always had a profound love for words. Cheesy, I know. In fact, writing is probably the one job I would do for free, but I shouldn't say that out loud. I have experience developing and writing both B2C and B2B content across social media, blogs, and websites. I've worked for several companies in the SaaS space, developing marketing campaigns for LinkedIn, Facebook, Twitter, and email.

I enjoy taking on new challenges and pride myself on my versatility. I'm a quick learner and don't shy away from difficult subject matter or a topic that I'm unfamiliar with. How can I take something that's very niche and get consumers excited about it? That's what makes content marketing fun, at least for me. In the age of AI and ChatGPT, it has never been more important for content to stand out. I'm eager to navigate this ever-changing digital landscape.

When I'm not writing, you can probably find me...still writing? But also, maybe taking on a new art project, trying some new restaurants, kickboxing, or frolicking outside if the weather is nice. I'm really into Duolingo, so you'll definitely find me practicing Mandarin or Norwegian on any given day.

“Successful writing is one part inspiration and two parts sheer stubbornness.” – Gillian Flynn

Core Skill Areas

Writing | Editing | Content Strategy | Digital Marketing | Brand Awareness | Communication

Experience

Content QA

Apple | Jan 2023 – Now

- Work with the QA team to review approximately 1,000 radio and playlist images per week.
- Inspect images and videos for design quality and accurate information, including correct copy, localization, and timing.
- Collaborate with publishing and design teams to ensure prompt deliveries on the Apple Music platform.
- Handle retroactive art requests and publish edits as needed.

Content Writer

BH - Freelance | Nov 2021 - Now

- Versatile content writer for B2B and B2C companies.
- Writing informational blog posts, social media campaigns, newsletters, email campaigns, and website copy.

Marketing Content Strategist | Social & Email

informXL | Nov 2021 - Sep 2022

- Wrote copy for social media campaigns, blog posts, and company website.
- Executed marketing campaigns via email, direct mail, and LinkedIn.
- Edited videos using Premiere Pro and managed the company's YouTube channel.
- Designed and developed content for the quarterly company newsletter.

Marketing Content Strategist | Social

Bornbir | July 2020 - Dec 2020

- Managed corporate Twitter account - strategy, brand awareness, community interactions.
- Wrote copy for social media campaigns - LinkedIn & Instagram.

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Content Writer | Website, E-Books, Reports

Lifecycle Insights | Jan 2019 - Jun 2019

- Functioned as company ghostwriter.
- Wrote educational content for company newsletters, ebooks, reports, and website.

Content Writer | Website, Social, Blogs

Enola Labs | Jul 2018 - Oct 2018

- Wrote content for internal blog posts and guest blog posts on other websites.
- Managed social media posts and content calendar for Facebook, Twitter, and LinkedIn.
- Researched and implemented SEO strategies to help boost website visibility.

Intern | Marketing

mixtape marketing | Jun 2016 - Aug 2016

- Assistant for editing content on client websites.
- Strategy for promotional giveaways at WGC-Dell Technologies Match Play event.

Senior News Reporter | Apr 2016 - Jun 2016

News Reporter | Jan 2016 - Apr 2016

The University Star

- Worked as a news reporter for the Texas State University newspaper, covering campus and San Marcos area stories.
- Attended and reported on events such as city council meetings and school lectures.

Education

Bachelor of Science (B.S.) | Mass Communication & Advertising

Texas State University

“Do or do not, there is no try.” ~ Yoda