



ERROL DE JESUS

COPYWRITER



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Morenitamommy.com

SKILLS

- Short-form copy
- Long-form copy
- Storytelling
- SEO
- WordPress
- Creative Concepting
- Scriptwriting
- Copyediting

EDUCATION

Bachelor of Arts in Japanese and International Studies
Macalester College

LANGUAGES

English - Native
Japanese - Proficient
Spanish - Fluent

CERTIFICATIONS

Japanese Language Proficiency Test (JLPT) N2
2014

PROFILE

I am a self-motivated and versatile copywriter with expertise in marketing and translation. Through experiences with helping mission-driven brands improve their content marketing and content strategy, I've become adaptable to various types of brand messaging.

In addition to being eager to learn, I am enthusiastic about using storytelling to connect with audiences. I provide translation for the following language pairs: Japanese>English and Spanish>English. I also have experience in event marketing and DEI work.

EXPERIENCE

Copywriter & Translator

Morenita Mommy • Aug 2019 – Present

- Expanded global client's product into the US market, boosting market share and customer engagement by localizing sales materials and strengthening their brand messaging using culturally sensitive marketing.
- Increased web traffic for client blogs by 40% through strategic content creation and optimization, resulting in higher visibility and engagement.
- Achieved remarkable success with a 5-month multicultural banking campaign, winning the Best Bank Integrated Ad Campaign and Telly Award, by demonstrating excellence in strategic planning, creativity, and effective execution, resulting in heightened brand recognition.

Copywriter

Friends & Neighbors • Apr 2021 – Nov 2022

- Reduced editing time for client monthly e-mail newsletter and social media by 40% through efficient streamlining of internal and client review processes, including minimizing required meetings.
- Propelled CTR for client monthly e-mail newsletter by 7% with engaging subject lines and preview text.
- Boosted landing page visits for client product launches by 28% through the strategic implementation of industry-specific language, resulting in enhanced audience engagement and conversion rates.
- Championed an award-winning client campaign as part of a collaborative creative team that achieved the prestigious Effie Award in 2022.