

Carmela Olona

Copywriter

Details

carmela.olona@gmail.com

(302) 946-5755

San Jose, CA

Profile

Dynamic copywriter with 3 years of experience crafting compelling content that drives engagement and boosts brand visibility. Proven track record in creating persuasive messaging across digital platforms, enhancing customer interaction, and elevating marketing strategies.

Employment History

Junior Copywriter at Ogilvy, CA

May 2025 - Present

- Crafted over 75 engaging digital ad copies per month, increasing click-through rates by 28% within the first quarter.
- Collaborated with a team of designers and strategists to revamp a client's brand voice, resulting in a 15% rise in customer engagement across social media platforms.
- Led the development of a content calendar for a major campaign, streamlining the process and reducing delivery times by 20%.
- Conducted thorough market research and competitive analysis to enhance messaging strategies, boosting campaign effectiveness by 12%.

Copywriting Intern at BBDO, CA

Apr 2022 - Apr 2025

- Crafted engaging ad copy for five major campaigns, increasing client engagement by 23% over three months.
- Collaborated with a team of designers and strategists to streamline the content creation process, reducing turnaround time by 15%.
- Led a project to revamp social media content strategy, resulting in a 30% boost in follower interaction rates.
- Conducted extensive market research to tailor messaging, leading to a 12% rise in brand recall among target demographics.
- Assisted senior copywriters in developing print and digital materials that contributed to a 17% increase in client satisfaction scores.

Education

Associate of Arts in Creative Writing at Santa Monica College, Santa Monica, CA

Mar 2018 - May 2022

Relevant Coursework: Introduction to Creative Writing, Poetry Workshop, Fiction Writing, Literary Analysis, and Scriptwriting Fundamentals.

Links

linkedin.com/in/carmelaolona