

# ALEJANDRO JOSÉ LÓPEZ

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## EDUCATION

### UNIVERSITY OF FLORIDA

M.A. in Mass Communication  
Graduated With Distinction  
3.95 GPA

### UNIVERSITY OF FLORIDA

B.A. in Business Administration  
Minor in Communication Studies  
3.47 GPA

## SKILLS

### Writing Styles

*Copy:* Blogs, email, SEO, social, video, web

*Journalism:* Business, entmt., news,  
real estate, sports

### Technical Proficiencies

*Advanced:* AP Style, Google Docs

*Novice:* Figma, Google Analytics

### Languages

*Native:* English

*Fluent:* Spanish

*Novice:* Levantine Arabic, Portuguese

## INTERESTS

Reading everything, dissecting soccer tactics,  
(re)watching “Avatar: The Last Airbender,”  
and trawling Spotify for lo-fi beats.

## EXPERIENCE

### MATTER | BOSTON, MA

*Copywriter | August 2021 – Present*

Founded in Newburyport, Matter integrates PR, creative services, and more to elevate brands, big and small, across the country. Here, I’m working on a breadth of projects — websites, emails, social posts, and the like — with an emphasis on forging brand identities for clients like MFour, Roche Bros., and Island.

### TINUITI | BOSTON, MA

*Junior Copywriter | January 2020 – July 2021*

At this national independent performance marketing agency — the largest of its kind — I was responsible for emails; social media content; video and voiceover scripts; blog posts; pro bono assignments; and more. Standouts from a wide-ranging client roster include Hydro Flask, Yahoo! Small Business, Samsung, Oakley, and Fabretto.

### TAMBOURINE | FORT LAUDERDALE, FL

*Copywriter | August 2018 – January 2020*

In my time at Google’s top-ranked hotel marketing agency, I cranked out webpages, blogs, and other SEO-rich content for a number of hospitality clients. Some highlights include creating blog posts and other collateral for the St. Kitts Tourism Authority; penning microsite copy for The Dalmar’s F&B properties; and writing a new website for Shooters Waterfront.

### THE AGENCY: UNIVERSITY OF FLORIDA | GAINESVILLE, FL

*Lead Copywriter | April 2018 – August 2018*

After beating out 90 percent of applicants, I was assigned to a variety of accounts. From creating social media content for Xcaret to ghostwriting press releases for the Miami Children’s Initiative — from ideating for Tommy Hilfiger to editing The Agency’s own website — my duties gave me a glimpse of what it takes to be a copywriter.

### ESPN GAINESVILLE WRUF | GAINESVILLE, FL

*Radio + Web Contributor | January 2018 – August 2018*

As a student staffer with Gainesville’s primary source for sports information, I wrote and recorded hourly “Trending Now” broadcasts for radio and published web stories for different beats. I further acclimated to a professional environment and gained a deeper understanding of the demands of a multimedia newsroom.

### THE GAINESVILLE SUN | GAINESVILLE, FL

*Staff Writer | November 2017 – August 2018*

*Correspondent | January 2017 – November 2017*

After a spell as a general-purpose intern, I freelanced for the entertainment section. Eventually, I transitioned to the sports desk, where I was tasked with contributing to daily staff reports, interviewing local coaches, and writing game recaps for the section’s Prep Roundup. I also went out on assignment as needed, covering high school and collegiate athletic events.

### THE SOUTH FLORIDA SUN-SENTINEL | DEERFIELD BEACH, FL

*Correspondent | June 2017 – August 2017*

Leveraging my undergraduate degree, I earned an internship with the business section at one of the highest-circulated newspapers in the United States. While there, I covered pertinent breaking news; analyzed local acquisitions; interviewed South Florida entrepreneurs; and profiled some of the most luxurious mansions in the tri-county area.

### FREELANCE | ANYWHERE, USA

*Writer | May 2017 – Present*

To this point in my career, I’ve had the great fortune of partnering with several clients and publications. Thus far, I’ve contributed a 3,600-word feature to London-based Row360 Magazine; written website copy and more for BrandingCup; helped standardize Harness Giving’s brand voice; and worked on other projects.