

# Christina Zambon Aranda

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## Skills

### language

copywriting, editing, writing;  
also fluent in Spanish

### design

Adobe Photoshop, Illustrator

### social

digital content strategy, social  
media best practices + tools

## Education

### Master of Arts, 2010

Middlebury College

- Spanish
- *Spent a year in Madrid and a summer in Mexico*

### Bachelor of Arts, 2007

Lawrence University

- English
- *Studied in London & Madrid*

## Experience

### Copywriter, Various Agencies, 8/13-present

FCB Health, 9/16 to 9/19

- Worked on a fast-paced launched for a shingles vaccine to prepare it for market; the CDC now recommends it as their preferred shingles vaccine
- 360 copywriting for Dysport (a Botox competitor)

Walgreens, 2016 - Lead copywriter on the mobile team, writing for Walgreens' award-winning mobile app (directional copy, push notifications, buttons) as well as marketing collateral to acquire or retain users (banners, social, emails)

Mirum Shopper, 2016 - Social media and influencer marketing campaigns for Unilever. Also collaborated on a new business pitch, writing case studies and portfolio samples.

Sandbox, 2015 - Part of a team launching a drug by the end of the year, creating all advertising & marketing materials from scratch - my concept was selected out of several for launch campaign.

Manifest, 2015 - UX copywriting for the Allstate Drivewise mobile app

Razorfish, 2014 - Led the development of the voice for a site redesign for Xperio UV, a premium polarized sun lens brand

Hyatt Hotels & Resorts, 2014 - Worked in Hyatt's in-house creative team, The Studio on creative marketing, advertising and branding projects for a variety of luxury and select Hyatt hotel brands.

Leo Burnett/Arc Worldwide, 2014 - Pioneering e-commerce project for Procter & Gamble, the world's largest marketer, writing in the voices of Aussie, Pantene Pro-V (a billion-dollar brand), and Herbal Essences.

### Content Writer + Strategist, New Futuro, 9/12-8/13

- Worked on the in-house creative team of a digital startup
- Outlined strategy for web content development
- Wrote, edited, and translated articles (including the only article in the site's history to go viral)
- Developed the brand voice and maintained a consistent tone across all channels
- Optimized articles and titles for SEO; tracked metrics with Google Analytics and tested different factors for better responses; improved bounce rate

### Associate Digital Producer, 11/10-9/12, Pearson Education

- Began as an editorial assistant; after one year was promoted to associate digital producer
- Produced both video and audio digital products in English and Spanish