

LYDIA VELAZQUEZ

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WORK HISTORY

SEO Copywriter | Pattern - Lehi, UT

June 2022 - Present

Wrote over 300 product descriptions utilizing keywords & copywriting best practices to help companies optimize their product sales

Accommodated writing to meet SEO standards of different e-commerce platforms, such as Amazon, Target, & Walmart

Communications Assistant | USU Graduate School - Logan, UT

November 2020 - June 2022

Wrote informative & insightful copy for weekly social media posts & monthly student email newsletters

Reviewed & edited content for internal & external projects, such as surveys & reports

Developed social media campaigns for events with different departments & social media takeovers with student representatives

Social Media Manager | USU Empowering Teaching - Logan, UT

September 2021 - June 2022

Managed social media accounts, promoted & live-tweeted workshops & events, & brainstormed campaigns that align with office goals

Wrote copy for posts about workshops, teaching resources & professors

Content Specialist | becker. - Logan, UT

September 2021 - February 2022

Pitched ideas for pieces, coordinated with copywriter, edited pieces & posted to client Wordpress or Shopify blogs

Strengthened ad copy and landing pages through mindful proofreading & editing

Managed two seasonal social media influencer marketing campaigns

Library Technical Assistant | Logan Library - Logan, UT

May 2021 - September 2021

Assisted patrons at the front desk & used interactions to inform what kind of content to post on social media

Managed library's Instagram & Facebook accounts, posted about events & resources, & brainstormed campaign ideas

Music Director | 92.3 KBLU-LP Aggie Radio - Logan, UT

May 2018 - April 2020

Managed radio station's music library with SAM Broadcaster & routinely moved music to the general rotation

Organized new music sent by college radio promoters & added 20+ mp3 files to designated program folder weekly

EDUCATION

Utah State University - Logan, UT
Bachelor of Arts, English
Professional & Technical Writing

SKILLS

SEO Copywriting
Social Media Management
Amara
Camtasia
MailChimp
WordPress
Monday
Asana
Microsoft Word

VOLUNTEER EXPERIENCE

Radio DJ | Aggie Radio 92.3 KBLU-LP FM

Sep 2019 - Apr 2022

Hosted a weekly, hour-long radio show called "No Algorithm Needed." Prepared a 45-50 minute playlist with notes on the songs & artists.

Education Volunteer | Nora Eccles Harrison Museum of Art

Nov 2021 - Apr 2022

Helped with craft activity instruction for elementary school tour groups once a month.

Student Volunteer | USU Alternative Breaks

Mar 2019

Traveled to San Francisco & learned about food insecurity, harm reduction, & programs used to combat homelessness. Volunteered at St. Anthony's Free Clothing Program, the San Francisco-Marin Food Bank, & the San Francisco AIDS Foundation.