

# MARIANA GUTIERREZ

FORT LAUDERDALE, FL

gutim1996@gmail.com

[mariguti.com](http://mariguti.com)

## ABOUT ME

Social-First Copywriter with 8 years of experience across social-first content creation and platform-native copy, leading and shaping campaigns for brands like Progressive Insurance, LEGO, Disney, Coach, and Comic Relief. I combine a background in content creation with strategic, platform-native ideation to bridge the gap between brand messaging and what actually performs on feed. I specialize in turning trends into high-performing concepts, with assets averaging 1.5M views, and writing copy that drives engagement and cultural relevance.

## WORK EXPERIENCE

### PROGRESSIVE INSURANCE

Copywriter II  
(Freelance Contract)

July 2025 – Present

- Leveraged cultural trends and shifted tone of voice across campaigns including Denny Hamlin NASCAR, Super Squad, etc, adapting Progressive's brand voice to fit distinct audiences and moments.
- Wrote social-first content that translated complex insurance topics into engaging, platform-native ideas aligned with Progressive's voice and tone.
- Identified cultural trends and social insights to inform ideation, creating short-form scripts, hooks, and captions designed to maximize retention and engagement.

### COMIC RELIEF U.S.

Social Media  
Content Creator

Nov 2023 – July 2025

- Created and executed platform-specific social strategies across TikTok, Instagram, Meta, and YouTube, driving 20K+ monthly engagements.
- Led branded content activations for LEGO, Roblox, and Elf, supporting Comic Relief's fundraising goals, improving social-driven donation conversions, increasing campaign reach and community engagement.
- Conducted celebrity red carpet interviews as official on-camera talent, enhancing brand visibility.

### VAYNER MEDIA

Creator Resident →  
Full-Time

Oct 2021 – May 2023

- Developed branded content for Coach, Olay, and Marshalls, aligning campaigns with emerging platform trends to maximize reach.
- Crafted content strategies for clients with a combined audience of 9M+, boosting engagement through trend-led storytelling.
- Optimized content based on performance insights, increasing video completion rates and lowering content drop-off.

### ZIMMERMAN ADVERTISING

Freelance  
Production Artist

July 2021 – Oct 2021

- Delivered campaign materials across email, social, and paid formats, contributing to a 42K+ increase in audience reach.
- Collaborated with content and strategy teams to align UGC production with brand tone and marketing objectives.

## SKILLS

- **ADOBE PLATFORMS**  
(PHOTOSHOP, INDESIGN, PREMIER PRO, ILLUSTRATOR & AFTER EFFECTS)
- **FIGMA**
- **MICROSOFT OFFICE**
- **SOCIAL MEDIA MANAGEMENT**  
(META, X, INSTAGRAM, TIKTOK, YOUTUBE, PINTEREST AND LINKEDIN)
- **LANGUAGES**  
ENGLISH AND SPANISH (FLUENT)
- **COPYWRITING**  
ENGLISH AND SPANISH (FLUENT)

## EDUCATION

**UNIVERSITY OF FLORIDA**  
BACHELORS OF SCIENCE IN ADVERTISING

**MIAMI AD SCHOOL**  
DIGITAL DESIGN & ART DIRECTION