

# MARIANA GUTIERREZ

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## ABOUT ME

Creative Content Specialist with 5+ years of experience leading social-first campaigns for brands like LEGO, Disney, Coach, and Comic Relief. I blend creator instinct with strategic thinking to grow audiences (42K+ per campaign), launch trend-driven content across platforms like TikTok and YouTube, and lead branded partnerships that convert. Passionate about turning data into storytelling and building digital communities that actually engage.

## WORK EXPERIENCE

**PROGRESSIVE INSURANCE**  
*Copywriter II*  
*(Freelance Contract)*  
July 2025 – Present

- Wrote social-first copy that simplified insurance concepts into entertaining social content aligned with Progressive’s voice.
- Crafted and maintained the brand Bio across all social platforms, ensuring consistency, clarity, and strong brand identity.
- Developed engaging, compliant messaging by partnering with legal and brand teams across multi-platform campaigns.
- Created high-retention hooks, captions, and short-form scripts that boosted awareness of key insurance products.

**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 across earned media.

**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)

## EDUCATION

**UNIVERSITY OF FLORIDA**  
BACHELORS OF SCIENCE IN ADVERTISING  
**MIAMI AD SCHOOL**  
DIGITAL DESIGN & ART DIRECTION