



Brenda I. Gonzalez

Assoc. Creative Director, Copy / Senior Copywriter

Ad Copywriter by Day, Screenwriter by Night

brenda-gonzalez.com

EXPERIENCE

Senior Copywriter, SoCal (Sept. 2023 - Oct. 2024)

Traffik Ad Agency: Healthcare, Medicare, Medical Device, and EDU (Concepting, Commercials, OOH, Social, Print, PR, Newsletters)

Developed and executed campaigns for well-known healthcare and Medicare companies.

Senior Copywriter, Auction.com, SoCal (June 2019 - Aug. 2022)

Real Estate (Concepting, Dot-Com, Digital, Email, SMS, Scripts, OOH, Retail, Advertorial, Blog, SEO, Corp. Comm., UX, Content Strategy, Copy Editing)

Auction.com is a national real estate platform where investors can buy properties at auction. As a senior writer, I worked closely with marketing directors on project scope, content strategy, and timelines. I developed campaigns and would execute them across channels such as, OOH, editorial, and all things digital. I then became a B2C editor where I developed and implemented our style guide, and provided content direction and copy editing to junior writers. I also worked on all internal communications where I had the privilege to work with top-level executives and social awareness councils.

Freelance Senior Copywriter, SoCal (Nov. 2016 - Jan. 2020)

Agencies: Traffik: Medical Devices, Healthcare, and EDU (Dot-Com, Print Brochures, Social), Questus: Suzuki Campaigns (Concepting, Print Ads, Social)

Client-side: Auction.com: Real Estate Campaigns (Concepting, Dot-Com, Digital, Email, SMS, Scripts, Retail, Blog, UX, Content Strategy)

Throughout this time, I developed and directed tons of highly-engaging campaigns for some pretty cool brands. I was also more hands-on with projects — from strategy to the final showdown.

Freelance Senior Copywriter, NYC (April 2016 - Sept. 2016)

Agencies: DigitasLBI: American Express (Concepting, Corporate Signage, Print Brochures, Digital), Rebellion Design: Dell Technologies (Concepting, Dot-Com)

Copywriter, Publicis Groupe / Rosetta, NYC (Feb. 2015 - March 2016)

Samsung (Concepting, Dot-Com, Digital, Apps, Retail, YouTube Demo Scripts, Promos)

Advertising Age 2015 Agency A-List Winner. I got my lucky break and was hired by two incredibly talented writers, a GCD and a CD, to write for Samsung.com. For a year I developed and executed campaigns for new device launches, Samsung app landing pages, trial program microsites and preloaded apps, Galaxy Experience music event and film release promos, Samsung+ editorial content, seasonal holiday campaigns, in-store digital video loops, and how-to demo scripts for YouTube.

Freelance Copywriter, Agencies and In-House, NYC (July 2014 - Jan. 2015)

Agency: Stranger & Stranger (CPG: Wine labels), Client-side: Samsung (eComm), Avis (Radio)

Copywriter, Merle Norman Cosmetics, Los Angeles (Oct. 2012 - June 2014)

Beauty (Concepting, Print, Broadcast, Retail, Fact Sheets, Digital, CPG, B2B, B2C)

Copywriter, Aviesta.com, Los Angeles (Nov. 2011 - Aug. 2012)

Footwear (Concepting, eComm: Dot-Com, Digital, Email, Social, Scripts)

EDUCATION

Mount Saint Mary's University, Los Angeles

Master of Fine Arts, Creative Writing (Graduated Aug. 2022)

Mount Saint Mary's University, Los Angeles

Bachelor of Arts, Spanish Language & Culture (Graduated Aug. 2009)