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NUBIA MEJIA



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SKILLS

CREATIVE COPYWRITING

CAMPAIGN IDEATION

BRAND VOICE DEVELOPMENT

SOCIAL MEDIA MESSAGING

INSIGHTS UTILIZATION

COLLABORATION AND
TEAM LEADERSHIP

BRAND SAFETY AND
COMPLIANCE

EDUCATION

WOOD-TOBE COBURN

Degree In Marketing & Management

PROFILE

Passionate Creative Copywriter with a track record of crafting compelling content across various media platforms. Experienced in ideating campaigns, websites, ads, scripts, social media messaging, and more. Currently seeking a role to leverage my skills to drive brand success.

DEVACURL | 2021 - 2023

SENIOR COPYWRITER, GLOBAL BRAND & DIGITAL MARKETING

- Conceptualized quarterly and yearly 'Big Ideas' for concise branded storytelling.
- Collaborated with the Brand Marketing Team and Creative Director to brainstorm and execute all campaigns.
- Developed a 'Brand Book' and 'Master Copy Docs' fostering a shared understanding of brand voice among teams and collaborators.
- Utilized performance insights (paid, email, social) to create targeted and impactful copy.
- Crafted creative copy for print and digital projects, including packaging, email, posters, shelf strips, social media, and more.
- Vastly experienced in working with legal.
- Supported and created copy for DEI initiatives.

THE ESTÉE LAUDER COMPANIES INC. - BUMBLE AND BUMBLE | 2020- 2021

SENIOR COPYWRITER, GLOBAL DIGITAL

- Worked closely with marketing and creative teams, producing compelling copy for websites, emails, ads, scripts, products, and salon education.
- Ensured consistent brand voice and tone across all assets before launch.
- Demonstrated exceptional organizational skills, delivering high-quality work on multiple deadlines.
- Actively participated in merchandise, creative presentations, and legal meetings.

DEVRIES GLOBAL FOR AUSSIE HAIR US | 2019 - 2019

CREATIVE WRITER

- Interviewed and collaborated with influencers, creating five comic book characters for the Aussie #CurlPower Sheroes campaign.
- Developed engaging origin stories, superpowers, and scripts for each Aussie Shero character.
- Contributed to the successful appearance of the #CurlPower campaign across social media, magazines, billboards in Downtown LA, and BeautyCon LA advertisements.