

# Rebeca Michelena Rodriguez

## Copywriter

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### PROFESSIONAL EXPERIENCE

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#### Saatchi & Saatchi X

2024-Present

##### Copywriter

- Created 360° campaign pitches that drive trial, loyalty, and new business wins, including manifestos and campaign ideas
- Partner with cross-functional teams (marketing, art directors, design, and product development) to craft messaging that supports launch campaigns and retail strategies
- Establish and maintain brand tone of voice and guidelines for consistency across all platforms
- Write and adapt copy for P&G, Sam's Club, and Walmart across digital banners, print, video scripts, and social media platforms
- Collaborate with content creators to produce content for Instagram, Facebook, and TikTok
- Develop in-store displays such as WOW endcaps, four-way pallets, and shelf blades for Walgreens, Sam's Club, and Walmart

#### Saatchi & Saatchi X

2022-2024

##### Junior Copywriter

- Partnered with Art Directors to produce branded content, social media posts, and captions for P&G brands, General Mills, and Walgreens
- Crafted 50+ eCommerce pieces for Tide, Gain, Downy, Oral-B, and Crest, optimizing content with strategic keywords to drive online conversion, engagement, and search visibility
- Developed articles for Bounce, Gain, and Downy to educate and engage customers
- Produced bilingual radio scripts to reach diverse Hispanic markets
- Contributed innovative ideas during brainstorming sessions, resulting in successful campaign concepts and execution

#### BBDO Atlanta

2022

##### Copywriter Intern

- Developed and executed 360° campaigns, banner ads, and seasonal work for The Home Depot, Georgia Lottery, Bayer, and Honey Baked Ham
- Crafted key visual copy and captions for Instagram, Facebook, TikTok, and Pinterest seasonal campaigns, boosting engagement and brand consistency

### EDUCATION

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#### University of Florida

Bachelor of Science in Advertising

#### Miami Ad School

Copywriting

### LANGUAGES

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Fluent in Spanish

### SKILLS

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360° campaign development, social media content, influencer marketing, retail copywriting, branded content, Adobe Creative Cloud, Google Analytics, Microsoft Office, Box, Smartsheet, Walmart Connect