

# Raymundo Varela-Romero

## Writer, Editor & Creative Strategist

Writer, editor and creative strategist with extensive work experience in digital marketing and film production, as well as a degree in Creative Writing and Film. Worked with big name clients including HBO, CBS, American Express, and PepsiCo creating and managing promotional content for various platforms, writing short and long copy, and implementing creative marketing strategies. Currently have a feature film in post-production slated for theater release, a second film in post-production to be released on Amazon Prime, and a third film in pre-production. Creative, reliable and ambitious with a desire to grow within a company where we can benefit mutually.

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## WORK EXPERIENCE

### Senior Copywriter Mule Media Inc.

11/2019 - Present

Pembroke Pines, FL

#### Job Description

- Conceptualized, wrote, supervised and delivered SEO marketing copy for various platforms. Collaborated with design teams and department managers to create and implement highly engaging content for advertising initiatives. Served as editor-in-chief.

### Head Screenwriter, Script Analyst & Storyboard Artist - Freelance

#### Conglomerate Media Motion Picture Company

05/2018 - Present

Miami, FL

#### Job Description

- Wrote feature-length scripts and TV scripts for the production companies Conglomerate Media & MVP Original with a focus on Fantasy, Horror and Biopics. Revised, edited and/or provided script coverage on outside scripts. Created storyboards for feature films.
- Over 20 Film Treatments Sold
- 12 Feature-Length Scripts Sold
- 1 Film in Post-Production slated for Theater Release
- 1 Film in Post-Production for Amazon Prime Streaming
- 1 Film in Pre-Production with an accompanying Video Game

### Creative Strategist & Writer for HBO - Freelance

#### Lion Agency LLC

12/2017 - 02/2019

Miami, FL

#### Job Description

- Conceptualized and oversaw the execution of the creative marketing strategy for HBO in Latin America and the Caribbean. Wrote scripts and created engaging promotional content such as videos, promo images and social media content.

### Head Creative Writer & Community Manager (English & Spanish)

#### Lion Agency LLC

10/2017 - 05/2019

Miami, FL

#### Job Description

- Wrote scripts, created marketing content such as videos and promo images, and managed social media for clients including American Express, PepsiCo, Santander Bank, Mercantil Bank, McAfee and the MoMA.

### Concept Writer/Storyboard Artist - Freelance

#### Simpleshow USA

10/2017 - 05/2019

Miami, FL

#### Job Description

- Wrote scripts and created storyboards using the Adobe Creative suite for animated videos for the leading company in explainer videos. Notable Clients: CBS, The Hershey Company

### Head Writer Jumpem LLC

11/2016 - 08/2017

Gainesville, FL

#### Job Description

- Wrote content for website design, internet marketing and SEO in the form of copywriting, blogs, social media posts, informative articles, and advice columns. Wrote for various topics such as marketing, consumer services, business management, law, construction, housing, university and city guides, real estate, and different medical fields. Revised and edited content prior to being sent to the head editor for publication.

## EDUCATION

### Bachelor's Degree in English (focus on Creative Writing) and Film

#### University of Central Florida, Orlando, FL

2016

Cumulative GPA: 3.6/4.0

#### Courses

- Creative Writing
- Foundations of Production
- Advanced Scriptwriting
- Art of Cinema

## SKILLS

Creative Writing

Storyboarding

Copywriting

Video Editing

Screenwriting

Producing

Copyediting

Script Breakdown

Proofreading

Budget Management

Script Coverage

Scheduling Management

Directing

Grip

Social Media Management

Set Construction

## PROGRAMS

Final Draft



Final Cut Pro



Photoshop



Illustrator



MS Office Suite



Premiere Pro



Scenechronize



## LANGUAGES

English (Fluent)

Spanish (Fluent)