

BERNADETTE M. MARTINEZ

CONTENT WRITER | COPYWRITER | EDITOR

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- Copywriting
- Technical writing
- Content creation
- Creative writing
- Narrative design
- Story development
- Storytelling
- Copy editing
- SEO
- Marketing
- Social media
- Microsoft Office Suite
- SharePoint
- Google Suite
- WordPress
- Adobe Creative Suite
- Adobe Photoshop
- Adobe Acrobat
- Adobe Experience Manager (AEM)
- InVision
- Figma
- Miro
- Hive
- AirTable
- Responsys
- CMS
- Basic HTML

PORTFOLIO

[WhoNeedsMinions.com](#)

Creative writing, content creation, copywriting & marketing, technical writing, blog posts

[Medium.com](#)

Content creation, articles

EXPERIENCE

Freelance Writer | Denver, CO | 2002 – Present

- Content, creative, technical, and educational writing based on client needs.

Customer Care Copywriter | DISH | Denver, CO | 2022 – Present

- Review, draft, and update [Boost Mobile](#) and [Boost Infinite](#) FAQ pages.
- Outline, script, and approve agent- and customer-facing tutorial videos.
- Research procedures and submit updates for agent tools.
- Created and maintain team [Google site](#). Interview team and write [team bios](#).

English Language Teacher, Teacher Technology Specialist | DMLK, Jr. Early College | Denver, CO | 2018 – 2021

- Evaluated persuasive/argumentative narratives.
- Developed educator technology training videos, slideshows, and text documents.
- Created club promotional fliers, slideshows, Google sites.

Document Formatting Specialist | Leidos, Inc. (U.S. DoE Office of Legacy Management) | Denver, CO | 2016 – 2018

- Created [SharePoint training materials](#) for multi-departmental use.
- Reviewed, edited, wrote weekly e-newsletters.

English (ESL) Teacher | E. Bo Young Talking Club & YBM ECC | South Korea | 2012 – 2016

- Developed and implemented [school training manual](#) and [teacher database](#).
- Developed and implemented a digital test, materials, evaluation, and classroom utilities bank for 35 curriculum textbooks used by foreign staff.
- Coached students for speaking contests and created videos for individual student entries.

Copywriter, Copy Editor | SoftRock, Inc. | Orlando, FL | 2011 – 2012

- Created and revised public relations materials, solicitation letters, and internal documents.
- Developed and implemented [employee training manual](#) for copy and content guidelines and procedures.

EDUCATION

Master of Fine Arts (MFA) – Creative Writing | Full Sail University

- Creative Writing Club Vice-President, Social Media Manager
- Course Director Awards: Writing for Film & Animation, Writing for Games, Business of Creative Writing

Colorado Teaching License | Secondary English Language Arts, Secondary Social Studies

120-Hour TEFL Certification | i-toi TEFL

Bachelor of Arts (BA) – Legal Studies | University of Central Florida

- Coursework concentration in Advertising / Public Relations