

VICTORIA CARLOS

Newport Beach, California | 714.308.1100 | toricarlos@outlook.com

Portfolio: <https://victoriacarlos.com>

EDUCATION

California State University Long Beach Long Beach, CA
Bachelor of Arts in English Literature with a minor in Philosophy May 2022

- CSULB GPA: 3.6
- Dean's list 4 semesters

EXPERIENCE

Ingram Micro Irvine, CA
Copywriting Intern *June 2022 – Present*

- Wrote copy for top-performing blogs, digital campaigns, email campaigns, organic social, and paid social posts for B2B and B2C audiences
- Collaborated with senior creative directors to develop new content strategies
- Produced content and messaging for internal and vendor-sponsored events for a 150% increase in conversion sign-ups
- Assisted in executing the SEO strategy for the launch of “Xvantage”, Ingram Micro’s new vendor and partner platform

Discovery Education Remote
Digital Content Intern *June 2022 – Aug. 2022*

- Wrote the vision and original creative brief for the BOLD 2022 internship video to market the Discovery Education internship program
- Produced the BOLD 2022 internship video which had international reach and was promoted across Discovery Education’s website and social media channels
- Collaborated with cross functional teams to develop solutions for both content and production of Shark Week
- Managed 3 content management systems for metadata, organization, content editing, and curating K-12 content for easy user access

Tusk Creative Studios Newport Beach, CA
Copywriting Assistant *Mar. 2020 – May 2021*

- Assisted in writing SEO driven copy for various small business websites
- Helped increase website readership by more than 30% through improving the quality of copy for multiple small businesses
- Effectively fact-checked and researched various industries to author accurate copy

SKILLS

- SEO marketing
- Adobe Creative Suite
- AP and Chicago style writing/editing
- Outlook and Google applications

LEADERSHIP & VOLUNTEER

Medieval and Renaissance Student Association *Sept. 2021 – May 2022*

- Helped plan, execute, and participated in readings of medieval poetry and texts
- Promoted the association around campus and grew membership by 50%

Fountain Valley Hospital *Sept. 2016 – Dec. 2018*

- Earned 1000 volunteer hours assisting doctors and nurses in bedside care
- Managed the schedules and placements of a group of 20 other volunteers

