

VICTORIA CARLOS

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Portfolio: <https://victoriacarlos.com>

SUMMARY

Experienced Thought Leadership and Content Strategist skilled in translating complex technical insights into engaging, accessible content for global audiences and executive decision-makers. Proven expertise in developing impactful brand narratives for industry leaders, particularly in manufacturing and technology sectors, with a strong foundation in SEO, data analytics, and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

Siemens Digital Industries Software

Remote

Thought Leadership Writer

June 2023 – Present

- Works closely with executive leaders, industry experts, and engineers to translate technical concepts into engaging, informative podcasts, articles, and presentations that resonate with global audiences and support Siemens' thought leadership initiatives
- Crafts accessible, high-impact blogs, whitepapers, articles, and other content formats that distill complex industry insights and technological advancements in manufacturing for executive decision-makers, reinforcing Siemens' leadership in the sector
- Develops strategic brand narratives for Siemens' industrial machinery and automotive sectors, seamlessly integrating content and campaign timelines with targeted industry messaging.
- Leverages data analytics to derive actionable insights, continually refining content to optimize user engagement and drive measurable increases in website traffic

Ingram Micro

Irvine, CA

Global Digital Copywriter

June 2022 – June 2023

- Conducted extensive research and interviews to write top-performing technical blogs, press releases, product guides, ads, product use cases, and content for other digital mediums for Ingram Micro's in-house marketing agency
- Managed and created SEO site content for advanced solutions technologies across industries such as IoT, cybersecurity, and artificial intelligence that are utilized globally
- Cross-collaborated with marketing, development, and product teams to compose digital campaigns, email campaigns, organic social, and paid social posts for B2B and B2C audiences resulting in increased engagement and client satisfaction
- Implemented strategic content organization methods in CMSs to maintain consistency across Ingram Micro's platform

Discovery Education

Remote

Digital Content Intern

June 2022 – Aug. 2022

- Wrote the original creative brief and produced the BOLD 2022 internship video to market the Discovery Education internship program
- Curated, edited, and uploaded video content for Shark Week 2022 to the Discovery Education platform while facing strict deadlines
- Managed a multitude of content management systems for SEO metadata, organization, content editing, and curating K-12 content for easy user access and visibility

EDUCATION

California State University Long Beach

B.A. in English Literature with a minor in Philosophy

California State University Long Beach

M.A. in English Literature - In progress

SKILLS

- SEO marketing
- Adobe Creative Suite, Microsoft Office
- APA, Chicago, MLA style writing/editing
- Asana, Contentful, WordPress
- Podcast editing and content production
- Google Analytics