

daisy jimenez

copywriter

(760) 500-7144 daisylolajimenez@gmail.com www.daisy-jimenez.com Boston, MA.

personal profile

copywriting and content creation

education

MS in Advertising Boston University
September 2018 - May 2020

BS in Communication Boston University
September 2016 - May 2018

AA in Communication MiraCosta College
August 2013 - May 2016

leadership

Resident Assistant - Boston University
August 2017 - May 2020

VP of External Affairs - COM Grad Council
January 2019 - May 2020

awards

2019 Hatch Ad Award
2019 Hatch Ad Award
2019 Young Ones Ad Award
2018 Hatch Ad Award - Silver

skills

Fluent in Spanish
Social Media: Management and Analytics
Social and Tech startup marketing
Adobe Photoshop
Adobe Premiere Pro
Adobe Lightroom
Adobe Spark
WordPress
Google Analytics
HubSpot
Constant Contact
Sprinklr
Project Planning, Management,
and Team Building

experience

Copywriter & Content Creator / TJ Maxx & TJX

December 2020 - Present

Living out every Maxxinista's dream by writing retail campaigns, marketing emails, in-store announcements, website copy, digital editorials, and creating paid & organic social media content for TJ Maxx and TJX Rewards credit card program

Marketing Assistant / Innovate@BU Innovation Center

May 2018 - May 2020

Ventures, angel investors, formal presentations - learned all about it while creating content for the lab's social media, newsletters, and event campaigns that saw an increase of 25% engagement.

Student Creative Director / Boston University's AdLab

January 2019 - May 2020

Assisted students in making creative assets for clients. Supervised over 60 client accounts. Delivered weekly presentations on the creative ad process.

Helped with the rebrand of our internal agency resulting in high profile clients such as: WayFair, Celebrity Cruises, Full Contact, AMP Agency, Travis Roy Foundation.

I slept very little.

Copywriting Intern / The Fantastical

May 2019 - August 2019

Craved every shake and burger I wrote about for Johnny Rockets and Friendly's social, website, and radio spots. Oh, I dreamed about our other client, PIER 4 Luxury Apartments, too.

Communication Intern / Richi Social Entrepreneurs

April 2017 - November 2017

A non-profit meets European tech startups...meets me and all the marketing emails, press releases, and social analytical research I did for them.

Writing Consultant / MiraCosta College

August 2014 - May 2016

Served as a writing tutor for college students and mastered not writing the assignments for them.

Disney College Program Intern / The Walt Disney Company

January 2015 - July 2015

Worked at Disney World selling tickets to guests as I took classes from industry leaders. Oh-I was also Mickey Mouse (yes, in the costume.)