

# HENRY CHINEA

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## EXPERIENCE

### Freelance Copywriter/Proofreader

JULY 2015 – PRESENT

Writing, proofreading, and pitching copy, ideas, and campaigns from conception to completion as well as maintaining brand tone and personality for various agencies and companies such as Ogilvy Miami, Relebrand, FOR (Focus on Results), Nobox, Starboard Cruise Services, X7 Events, Republica Havas, Samba Rock, WOW MKTG, and more

### Proofreader | Publicis Sapient

MARCH 2022 – SEPTEMBER 2022

Accounts: In-house agency content across all verticals

### Editor/Proofreader | Zubi

MARCH 2020 – DECEMBER 2020 | SEPTEMBER 2021 – MARCH 2022

- Wrote, translated/adapted, and proofread copy
  - Liaised with copywriters to determine the composition of specific texts in a document and clarify grammatical inconsistencies related to style and text choice
  - Participated in agency social media efforts and creative brainstorming/executions
  - Supported the creative teams by participating in creative projects and more
- Accounts: Ford Motor Company, Lincoln, Mars Petcare, Boehringer Ingelheim, The CLEO Institute, Zubi, and new business

### Section Website Editor | American Welding Society

AUGUST 2010 – JULY 2016

Published and edited content on Section (local chapter) websites

### Junior Copywriter | Creative Marketing Partners

NOVEMBER 2009 – MARCH 2010

Accounts: Preferred Care Partners, Esserman Nissan, Esserman Volkswagen, Weston Nissan, Weston Volvo, and new business

### Proofreader | Sapient/SapientNitro

FEBRUARY 2009 – NOVEMBER 2009

Accounts: Celebrity Cruises, Azamara Cruises, Hawaiian Airlines, Citi, Prudential, Dove Chocolate, Travelers Insurance, Keybank, and new business

## EDUCATION

Miami Ad School  
Copywriting Portfolio  
Winter 2021 (Q1) + Spring 2021 (Q2)

Florida International University  
Bachelor of Science, Mass Communication – Advertising Track (Creative)  
Class of 2006

## SKILLS

### Overall

Writing • Proofreading • Editing  
Concepting • Brainstorming  
Social Media Management  
Web Maintenance • Email Marketing

### Software

#### Microsoft:

Word, Outlook, Excel, PowerPoint

#### Adobe Creative Suite:

Photoshop, Dreamweaver, Acrobat, Premiere

#### Content Management Systems:

ExpressionEngine, WordPress

#### Social Media (Publishing/Management):

Facebook, Twitter, Instagram, LinkedIn  
Hootsuite, Agorapulse, Gain

#### Operating Systems:

Mac OS X, Windows, iOS, Android

## VOLUNTEER/INTERNSHIP EXPERIENCE

### One Club Miami (11.18 – 6.19)

Wrote, edited, and created content for all platforms

### Zubi Advertising (6.06 – 7.06)

Advertising Intern

Worked with a team of interns in the role of Copywriter (paired with an Art Director) to pitch campaign ideas to Zubi executives for an American Airlines campaign