

HENRY CHINEA

I'm a creative professional based in Miami that's crazy about words, storytelling, ideas, music, cafecito, and culture.

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EXPERIENCE

Freelance Copywriter

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, and WOW MKTG

Editor/Proofreader | Zubi

MARCH 2020 – DECEMBER 2020

- Write, translate/adapt, and proofread copy
- Liaise with copywriters to determine the composition of specific texts in a document and clarify grammatical inconsistencies related to style and text choice
- Participate in agency social media efforts and creative brainstorming/executions
- Support the creative teams by participating in creative projects and more

Accounts: Ford Motor Company, 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 | Publicis.Sapient

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

January 2021 – Present

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