

HENRY CHINEA

I'm a Cuban-American creative professional based in Miami that's crazy about words, storytelling, ideas, and culture. I'm highly skilled in devising, writing, proofreading, and pitching copy from conception to completion as well as maintaining brand tone and personality.

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EXPERIENCE

Freelance Copywriter (CW)/Proofreader (PR)

JULY 2015 – PRESENT (see my resume [webpage](#) for a full breakdown of accounts worked on):

Lion Agency Miami | 4.19 – PRESENT (CW + PR)

Ogilvy Miami | 3.19 (PR)

Relebrand | 3.19 – 4.19 (CW)

FOR (Focus on Results) | 12.18 – PRESENT (CW + PR)

Nobox | 12.17 – 8.18 (CW + PR) // 12.18 – PRESENT (PR)

Starboard Cruise Services | 11.18 – 3.19 (CW + PR)

X7 Events | 9.18 – 11.18 (CW)

Republica Havas | 4.18 – 11.18 (PR)

Samba Rock | 7.15 – 7.18 (CW + PR)

Urbana Creative Group | 2.18 – 4.18 (PR)

WOW MKTG | 11.17 – 12.17 (CW + PR)

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

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

Social Media Manager

Create content for all platforms and assist with managing social media

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