



DANIELLE YRUEGAS

Copywriter, Content Writer, Brand Messaging Specialist

As a former educator and lover of words, I am in the business of helping others. Through creative copy, I aspire to help businesses discover their brand voice, solidify their purpose, provide valuable services to their target market, inspire deeper thinking, and promote overall growth and success.

CONTACT

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EXPERTISE

- Copywriting
- Content Writing
- Brand Messaging
- Creative Storytelling
- Social Media Marketing
- SEO

SOFTWARE PROFICIENCIES

- Microsoft Office ●●●●
- Google Suite ●●●●
- Basecamp ●●●●
- Later ●●●○
- Canva ●●●○
- Wordpress ●●●○
- Photoshop ●●○○
- Adobe Illustrator ●●○○
- Hubspot ●●●○
- Dropbox ●●●○
- Harpoon ●●●○
- Trello ●●○○

WORK EXPERIENCE

LEAD WRITER 2022 - PRESENT
Comma Copywriters - Salt Lake City, UT *Contract*

- Write for leading brands in B2C industries.
- Work with Managing Editors to ensure quality service.
- Commit a minimum of 10 hours a week taking on writing projects for various client needs.

COMMUNICATIONS SPECIALIST 2020 - PRESENT
Dyno Creative - Orange County, CA *Freelance*

- Support clients on their brand discovery journey by facilitating exercises focused on developing core values, brand voice and messaging, target market analysis, etc.
- Collaborate with Chief Strategist, Creative Director and the creative team to develop visual and written content for both the agency and our clients.
- Propose, develop, and write 1-2 blogs and case studies on a monthly basis.
- Write quarterly company newsletters.
- Collaborate with Senior Creative to write and edit copy for social media marketing.

ENGLISH TEACHER 2009- 2022

Irvine Unified School District - Irvine, CA
Riverview Gardens School District - St. Louis, MO
Osceola County Public Schools - Kissimmee, FL

- Provide equitable and engaging learning opportunities to meet the varying needs of a diverse student population.
- Collaborate with multiple stakeholders, such as students, parents, site administrators, district personnel, and local community members.
- Maintain accurate record-keeping.
- Develop differentiated, standards-based curriculum for general education, special education, language support, and gifted education students.
- Foster and positive and safe learning environment.

EDUCATION

DOCTORATE (EDD) - READING 2012 - PRESENT
NOVA SOUTHEASTERN UNIVERSITY - FT. LAUDERDALE, FL

MASTERS - READING 2008-2009
BOWLING GREEN STATE UNIVERSITY, - BOWLING GREEN, OH

BACHELORS - MIDDLE CHILDHOOD EDUCATION (ELA/HISTORY) 2003 -2007
BOWLING GREEN STATE UNIVERSITY, - BOWLING GREEN, OH