

ADRIANA ROCKS

Freelance Copywriter

Writing Copy that Converts / Published Creative Writer / Not a Pseudonym

EXPERIENCE

Freelance Copywriter and Creative Consultant

Freelance, various clients | July 2022 – present
Berlin, DE

- Establishing and writing tone of voice and brand personality documents
- Creative concepting, writing, and executing marketing campaigns (OOH, performance)
- Writing and editing social media copy
- Writing interview questions and consulting on interview practices
- Specialization in food, beverage and cultural clients

Creative Copywriter

Gorillas | July 2022 – April 2023
Berlin, DE

- Creative concepting, writing, and executing marketing campaigns
- Leading Women at Gorillas employee resource group
- Continued growth copywriting duties: writing strategic CRM canvases and updating performance copy based on previous insights

CRM and Performance Marketing Copywriter

Gorillas | October 2021 – July 2022
Berlin, DE

- Writing and concepting strategic CRM and performance marketing copy for 9 markets to be localized into 6 languages and sent to millions of users
- Concepting and executing 360 marketing campaigns
- Naming, branding, and writing for private label products
- Concepting, executing, and writing social media copy
- Concepting and writing diversity, equity, inclusion, and belonging resources
- Creating and owning localization processes through Asana
- Creating, owning, and executing quality assurance processes

Junior Copywriter

Phiture | March 2021 - September 2021
Berlin, DE

- Writing original copy for enterprise clients to be localized into 20+ languages
- Writing and keyword optimizing copy for the Apple App Store and Google Play Store
- Developing CRM strategies and writing campaigns for brands such as VSCO, SoundCloud, Blinkist, Pokémon GO, and more
- Preparing and presenting workshops to clients on writing emotionally targeted copy
- Writing copy for performance marketing text, static, and video assets
- Reviewing and editing copy written by freelancers
- Pitching, writing, and editing blog posts for the Phiture website
- Working in a team and leading diversity and inclusion initiatives

Contributing Writer

iheartBerlin.de | September 2020 - January 2022
Berlin, DE

- Pitching, reporting, and writing stories
- Copy editing for clean copy
- Uploading and formatting articles in WordPress
- Tracking engagement and success of stories - articles gathered over 50,000 views

Translator and Subtitler

Samson and Fritaud Text | September 2020 - March 2021
Berlin, DE

- Translating German films and television series into English, ensuring consistent quality, tone, and timing in EZTitles subtitling program
- Specializing in German to English translation and English hard of hearing subtitling
- Translations and subtitles published by Netflix and ZDF



CONTACT

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EDUCATION

Amsterdam University College
Honors Liberal Arts Bachelor's Degree,
Major in Media and Cultural Analysis,
Cum Laude
2017 – 2020

Chinese University of Hong Kong
International Asian Studies Programme,
Honors
2019

SKILLS

Expert
Creative Copywriting
Growth Copywriting
Digital Marketing
Editing
Brand Strategy
Project Management
Blog Writing

Proficient
Keyword Optimization
Translation
Journalism
Localization

TOOLS

Google Workspace
Microsoft Office
WordPress
Figma
Asana

LANGUAGES

English (American)
Native

German
C1

Dutch
B2, conversational