

Isabella Iglesias

Content Editor

> Contact Me

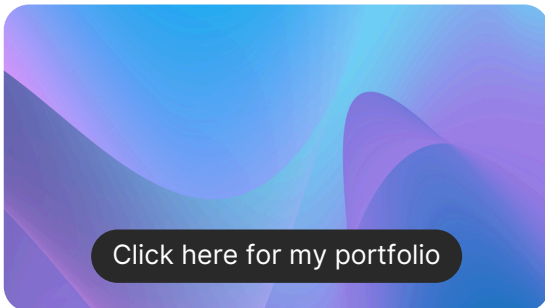
LinkedIn Profile:

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> Relevant Skills

- Search Engine Optimization
- Digital Marketing
- Web Content Writing

WORK EXPERIENCE



Content Editor

Harper and Partners Inc., a global advertising firm that specializes in reaching online audiences

March 2022 to August 2025

(3 years, 5 months)

- Achieved a **30% increase in social media followers** by developing a strong content strategy that led to a **5% growth in sales** within six months
- Boosted clients' **brand recognition by 10%** by developing new ideas and content marketing strategies
- Produced online content and marketing copy by leading a team of writers and editors to promote the products and services of key clients



Senior Copywriter

Schuester Digital Media Group

November 2020 to January 2022

(1 years, 2 months)

- **Increased our client base by 50%** by seeking opportunities for partnership with advertisers
- **Boosted our monthly output by 80%** by creating daily articles, story ideas, and social media posts.
- Improved the team's copy by identifying gaps in existing online content and collaborating with editors during research



Copywriter

Schuester Digital Media Group

February 2020 to November 2020

(9 months)

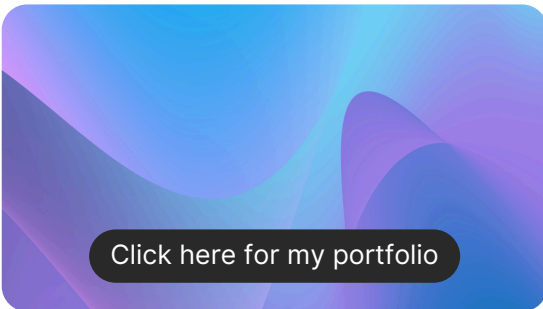
- **Achieved 100% of quarterly team goals** by writing fresh copy every month for clients' social media platforms
- Learned the ropes of the company's digital content department





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EDUCATION HISTORY



Master of Arts in Literature
Institution: University of Roseton
Year of Graduation: 2019

- Best Thesis
- Academic Excellence Award



Bachelor of Arts in Literature with a Minor in Creative Writing
Institution: De Loureigh University
Year of Graduation: 2015

- Cum Laude
- President, De Loureigh Debate Club
- 1st Prize, 2015 Best Short Story

VOLUNTEER WORK, AWARDS, AFFILIATIONS, AND INTERESTS



Volunteer Teacher
Institution: Lily River Children's Foundation
2021 to Present

Every month, I volunteer to teach children ages 5 to 7 years old how to read and write in English.



Young Marketer of the Year Award
Institution: Talens Marketing Association
2023

I was recognized for my achievements as a role model in brand building, digital marketing, and innovation.



Top 3 des créateurs de CV IA

Visite: <http://link.aioresumesbuilder.com/AQhCmS>

Resource Page

Some tips for creating an effective CV

- 1** You want your CV to **have a link to your LinkedIn account and your portfolio site** so recruiters can immediately see what you've accomplished.
- 2** **Add the logo of the companies** you have worked in. **Link their website or LinkedIn profiles too.** Write a short description of what the company does if they are not well known.
- 3** Remember to **add how long you have stayed in a particular role.** Write out the years and months. Example: *Jan 2020 to June 2022 (2 years and 5 months).*
- 4** When writing out your achievements and responsibilities for a job, **it is ideal to follow this format: "I have achieved X by doing Y with a result of Z."** Quantitative information is highly preferred.
- 5** **Only list skills you are confident in and are relevant to the job.** You may also list specific software or tools that are important to the role.
- 6** **Adding your photo to a CV is optional.** Photos help recruiters remember you, but there is a risk of unconscious bias.
- 7** **Adding volunteer work and other interests is optional.** Information under this section may seem irrelevant but it can build rapport with recruiters.
- 8** **Do not crowd your CV.** Feel free to use a second page, which usually features your educational background and other achievements and awards.
- 9** Make sure **the CV's design aesthetic matches the job you are applying for.** For creative roles, you may prefer CVs with a touch of color. For more corporate roles, go for a simpler design.
- 10** **Having a list of references is no longer required in CVs.** The same goes for a summary or objective section.

What recruiters usually look for in a CV (in order of importance):

1. Experience
2. Role or Title
3. Company's Credibility
4. Results, Responsibilities, Achievements
5. Portfolio
6. Contact Information
7. Skills & Relevant Software
8. Educational Background
9. Volunteering and Other Interests



Important: Download your CV as a PDF. Do not use docx, png, or jpg since an applicant tracking system may not be able to properly display the file or scan the text.