



Paula Cardona

Operations
Coordinator

Contact



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Education

Masters of Media Management

University of Miami
2024- current

BA English - Communications Minor

Florida International University
2014 - 2018

Skills & Expertise

- Creative Content Development & Storytelling
- Brand Voice & Messaging Strategy
- Social Media & Digital Copywriting
- Editing, Proofreading & Content Strategy
- Cross-Functional Team Collaboration
- Marketing & Consumer Engagement
- Educational & Youth-Focused Content Writing
- Industry Trends & Competitive Research
- Multimedia & UX Copywriting
- Languages: English, Spanish



About Me

Bilingual copywriter and content strategist with 7+ years of experience crafting compelling narratives for diverse audiences across digital, print, and social media platforms. Adept at brand storytelling, audience engagement, and maintaining a consistent voice across campaigns. Strong background in media, marketing, and cross-functional collaboration to drive engagement and business objectives. Passionate about the intersection of sports, entertainment, and education, with expertise in creative concept development and data-driven content strategies.



Experience

Operations Coordinator

The Florida Probate & Family Law Firm March 2024 - Present

- Crafted clear, persuasive messaging for legal communications and client engagement materials
- Developed strategic content for websites, newsletters, and promotional materials aligned with brand identity
- Led cross-functional collaboration to refine messaging and storytelling across digital and print assets
- Conducted industry research to ensure content resonated with target audiences and met business objectives

Native English Instructor

English Program in South Korea (EPIK) Feb. 2022 - Feb. 2024

- Developed creative content to engage diverse audiences, including children's and animated content
- Applied storytelling techniques and audience insights to enhance engagement and comprehension
- Designed multimedia content strategies that aligned with youth-focused messaging and cultural trends
- Created compelling, educational narratives that connected with target audiences across different platforms

SNS Communications Specialist & Copywriter

BFA Industries Nov. 20218- Feb. 2022

- Created engaging copy for digital, social media, and print campaigns, maintaining a cohesive brand voice
- Developed strategic content tailored to different audience segments, driving increased engagement and brand affinity
- Led cross-functional collaborations with design, marketing, and data teams to craft impactful messaging
- Conducted audience research and competitive analysis to refine content strategy and improve customer experience
- Managed content calendars, ensuring timely and relevant storytelling across all communication channels



Certifications

- **TEFL** | Global Language Training 2021
- **Professional and Public Writing** | Florida International University 2018
- **Film Studies Certificate** | Florida International University 2018