



CONTACT INFO

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Website: carlidh.wixsite.com/portfolio1

Location: Denver, CO

Willing to work fully remote

SKILLS & EXPERTISE

Copywriting & editing

Brand conception & development

Marketing strategy

Project management

Event coordination

Email marketing

Social media

Leadership

Public speaking

Microsoft Office

EDUCATION

2015 - 2018

B.S., Multimedia Journalism

Oklahoma State University

CARLIE ORTIZ

WORK EXPERIENCE

National Renewable Energy Laboratory

Professional Communications Coordinator | March 2023 - Present

- Develop impactful communication plans that convey outreach goals, performance expectations, and budget allocation throughout the life of a project.
- Manage outreach initiatives, including the curation of press releases, website content, and amplification materials, to meet the expectations and longterm goals of various offices under the Dept. of Energy.
- Coordinate prize launches and applicant recruitment including content creation, in-person and online event promotion, and budget management.

SumUp

Copywriter | April 2021 - Nov 2022

- Developed a strong brand presence in the US and globally through website copy curation, OOH campaign conception and execution, and internal brand communication efforts
- Authored multiple product rollouts across web and retail, increasing customer awareness and action
- Curated an engaging voice across multiple paid ad platforms, including Google Search, Facebook, and Spotify
- Amplified brand awareness with CRM campaigns tailored toward merchant education, sales incentives, and engagement initiatives, resulting in increased open and clickthrough rates
- Coordinated a team of freelance writers to maximize outgoing content within a pre-determined budget
- Managed and mentored a marketing intern to help organize, schedule, and produce product-related communication

Pacific Residential Mortgage

Marketing Content Strategist | Mar 2019 - Dec 2020

- Strategized nationwide communication efforts across social media, web content, email campaigns, and TV promotions with KOIN (Portland's CBS affiliate)
- Established training materials for current employees and new hires, including print and video
- Created industry-related blogs and email updates for clients and referral partners on a weekly basis

Oklahoma State University

Social Media Content Intern | Jan 2018 - Dec 2018

- Curated daily posts, stories, and live events for 70,000+ followers
- Organized social data into ongoing reports for the Brand Director
- Instituted campaign materials to include in web content and email promotions for incoming students and alumni