

ANDREA OBIETA

Copywriter

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andreaobieta.com | [LinkedIn](#)

SKILLS

Figma, Asana, WordPress, Shopify, Salsify, Klaviyo, Photoshop, InDesign, Workfront, GA4, GSC, Facebook Ads, Ahrefs, HTML, CSS, Canva, Profitero, ChatGPT, Jasper, Copy.ai

ABOUT

Minneapolis writer and content specialist with over 5 years of experience in copywriting and SEO.

EXPERIENCE

SEO ANALYST @ UPROER AGENCY

Contract | Dec 2024 - Mar 2025

- Researched and wrote optimized blog content aligning with keyword strategies and improved organic visibility
- Conducted keyword research to identify ranking opportunities and content gaps
- Provided on-page technical SEO recommendations
- Performed site crawls and audits to enhance site structure, including webpage copy
- Reported on content and page performance using analytics tools
- Resized client assets to align with content requirements

ECOMMERCE COPYWRITER @ HALLMARK INC.

Contract | Jul 2024 - Nov 2024

- Wrote SEO-optimized copy for 300+ product detail pages across Hallmark.com's greeting card catalog, completing a high-volume project on a tight deadline
- Provided technical SEO recommendations, enhancing product page visibility and search rankings
- Conducted market research into related demographics, then reported findings to team
- Edited and refined product descriptions for peers to ensure brand consistency
- Resized client assets to maintain consistency across retail platforms

ECOMMERCE SPECIALIST + COPYWRITER @ JACK LINK'S BEEF JERKY

Contract | May 2022 - May 2024

- Led copywriting across press releases, blogs, websites, social media, and email campaigns for four distinct brands
- Applied HTML to structure and reformat website content, optimizing layout of text and images for improved readability and user experience
- Managed image sizing and formatting across social media platforms and website content, ensuring consistency for both images and video
- Wrote SEO optimized copy across four brands, resulting in increased SERP visibility on Google
- Collaborated with graphic designers and brand asset team to organize and transfer company image and video assets into the DAM system

- Created digital ad copy tailored to diverse demographics across multiple brand campaigns
- Managed WordPress content publishing and updates across four branded websites
- Responded to nearly 600+ product reviews and questions, supporting direct-to-consumer engagement and trust

ACCOUNT MANAGEMENT INTERN @ COLLECTIVE MEASURES

Internship | May 2021 - Aug 2021

- Supported execution of a client's holiday campaign, contributing to creative assets and campaign coordination
- Assisted in snapchat lens activation
- Conducted data analysis on marketing trends and client competition
- Facilitated client communication during meetings

COPYWRITING INTERN @ TARGET X THEBRANDLAB

Internship | May 2020 - Aug 2020

- Wrote copy for print ads, commercial scripts, and a brand manifesto pitched to the creative team
- Designed commercial storyboards centered on oat milk, translating concepts into visual narratives
- Conducted and presented marketing research on milk alternatives to inform campaign strategy

SOCIAL MEDIA INTERN @ BEST BUY

Internship | May 2020 - Aug 2020

- Brainstormed and developed social media content for back-to-school on TikTok, aligning content with Gen Z audiences
- Collaborated with a creative team to pitch a back-to-school campaign highlighting laptop upgrades
- Contributed copy to a back-to-school commercial script, supporting campaign storytelling and brand voice

VOLUNTEER WORK

SUBCOMMITTEE COPYWRITER @ THE BRANDLAB

Volunteer | May 2018 - June 2021 | March 2023 – 2025

- Helped write the quarterly The BrandLab alumni newsletter
- Created social media content that spiked engagement by 40%
- Developed SEO copy for organization's alumni LinkedIn group (Bio, weekly posts, etc.)
- Worked with copywriters and graphic designers to create content for The BrandLab website

LANGUAGES

- English — Native
- Español — Native