

LAURA DIANE DUARTE

Senior Copywriter + Word Ninja

(817) 455-1093 • www.lauradianewriter.com • laurad@lauradianewriter.com

Award-winning copywriter with over 15 years spent studying, teaching, and selling writing in multiple professional environments, including agency, in-house, and freelance. Adept at creating unignorable advertising and marketing messaging for industries like technology, entertainment, gaming, real estate, food and beverage, and energy.

SKILLS

Video Scripts	Creative Strategy	Headlines and One-Liners
Creative Concepting	Full-Funnel B2B and B2C Campaigns	Copy Editing
Email and Direct Mail	Blogs/Ebooks/Newsletters	Brand Messaging and Voice

PROFESSIONAL EXPERIENCE

Catalyst Marketing Agency, Denver, CO August 2022 – Present
Senior Copywriter

- Collaborate with strategy and design teams to execute unforgettable advertising and marketing assets
- Optimize storytelling techniques that drive sales, engagement, and brand awareness across all channels
- Participate in client meetings to understand objectives, manage timelines, and present creative work
- Manage freelance writers, providing ongoing feedback that ensures brand consistency and content clarity

Xpressdocs, Fort Worth, TX April 2021 – August 2022
Content Creator

- Acted as brand voice in all areas of business, including internal and client-facing communications
- Generated long-form and short-form copy: blogs, press releases, case studies, newsletters, taglines, blurbs
- Mentored junior copywriters, guiding their research, writing, organization, and content strategy
- Created and maintained a comprehensive style guide to improve consistency and brand voice across channels
- Achieved 35% read-through rates for emails and 25% increase in website traffic

Laura Duarte Freelance, Fort Worth, TX January 2016 – August 2022
Copywriter/Copy Editor/Proofreader

- Served as point of resolution, proofreading copy written by other authors for content and clarity
- Crafted copy for blogs, advertorials, and other marketing materials, delivering assets on time and with a smile
- Achieved 100% client satisfaction

University of Central Oklahoma, Edmond, OK August 2016 – May 2018
Adjunct Composition Instructor/Graduate Teaching Assistant

- Taught Composition I and II, evaluating grammar, critical thinking and analysis, research, and essay organization
- Created all materials associated with learning: syllabi, writing samples, and slide decks
- Achieved 80% pass rate

Chesapeake Energy/EOG Resources/Fort Worth, TX May 2004 – December 2015
Landman, In-House and Independent Contractor
Details provided upon request

EDUCATION

Master of Arts – English, 2017
University of Central Oklahoma – Edmond, Oklahoma

Bachelor of Arts – English, 2003
University of Texas at Arlington – Arlington, Texas