Dahlia **Ferrer**

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Portfolio link • LinkedIn profile

- UX Quality Control, UX Writing, using analytics, testing and data to drive decisions
- Experienced content designer, strategist and creator, coordinating teams
- Strong editorial skills, including creating and adhering to standards across surfaces
- Expertise in content-related SEO practices for website and YouTube optimization
- Results: tripled traffic, record sales, significant increase in email open rates
- Proven track record of driving impactful decisions via market research, data, testing
- 100% team player, great at prioritizing and multitasking

Skills

- CMS apps: AEM, Drupal, Wix
- Adobe C-Suite (interm./basic)
  - o Photoshop, Illustrator, ID
- YouTube (interm./adv.)
- Search Engine Optimization
- Bilingual English/Spanish (fluent, written and spoken)
- Editing/Writing (expert)

Other Software/Apps

- Figma, Miro
- Sendgrid, Moosend, MailChimp
- AEM, Shopify, Wix
- GN3 Media Publication Software
- Microsoft Word/Excel, MS Teams
- SogoSurvey, 123Forms, MS Forms
- Project Management tools: Jira, Smartsheets, MS Teams, Teamsite, Rally, Asana

Education

BA, International Security & Conflict Resolution (San Diego State University, California)

Training

- **Coursera: Intro to User Experience Design, Dec 2021**
- **Mobile Journalism,** May 2017 (in Spanish, U of Guadalajara, MX)
- **How to address HIV/AIDS, for journalists**, September 2014 (by Panamanian agency, PASMO)
- **Advanced Social Media** training, May 2014 (in Spanish, by Social Biz Factory, private company)
- **Digital Tools for News Gathering Across Cultures**, Amman, Jordan May 2013 (Google, UN, World Bank)
- **Final Cut Pro X**, 2013 (New Horizons, Cairo)
- **Video editing and voiceovers**, 2010 Reuters and MSN websites' outsourcers (Cairo)
- **Teacher Development Course**, 2011 (in Spanish, Cervantes, Spanish Language Institute)
- Various **Graphic Design, Photoshop and Illustrator** trainings 1998-2007

Freelance consultant

Digital Services Consultant

2014 - Present
- Content Design: market research, writing, image editing, graphic design using AI
- Use AI and SEO tools like Perplexity AI, ChatGPT, WordTracker, MOZ, SimilarWeb, SiteChecker, Weblyzer, SpyFu, SEOOptimizer to present recommendations to clients

Azamara Cruises

Content Specialist

February 2023 - September 2023
- Choose images and write enticing copy for shore-ex using Generative AI
- Coordinate with web, email & social teams for an SEO audit and editorial calendar

Hewlett Packard Enterprise (HPE) via KForce Staffing

Content Strategist, UX Design System Department

April 2022 - November 2022
- Collaborated with UX designers and across departments (Research, App Devs)
- Audit and identify improvements to website (index, hierarchy, terminology, etc)
- Mock up website changes in Figma and suggest short form error messaging, notifications and instructions, adhering to terminology standards
- QC, upholding UX standards for copy on interface designs throughout sprint cycle
- Developed a "phrasebook" of commonly used terminology across our products' UI's

Ford via KForce Staffing

Content Strategist, Miami Sandbox

September 2021 - March 2022
- Content strategy for a mobile app in pilot program for Ford
- Market research on Miami demographics, tourism stats, Gen Z, Millennials
- Write screener survey and collaborate with third party vendors for content
- Strategize based on controlled environment UX testing and ideation with users
- Propose content layout and flow using Figma and Miro collaboration tools
- Source content and events to upload into Firebase and proprietary CMS

FK Irons/Microbeau/Body Art Alliance

Content Strategist

June 2020 - May 2021
- Scriptwriting for product and promo videos on YouTube, Instagram for brand presence and engagement
- A/B testing email subject lines, achieving nearly TRIPLE the industry standard
- Documenting and tracking effective messaging among each of our segments
- SEO on YouTube videos: titles/descriptions, tags, translations, thumbnails
- Use Google Analytics to set editorial calendar, choosing SEO-friendly topics
- Cultivating relationships with our influencers to have them guest blog
- Blog writing and optimizing click-bait articles with high bounce rate
- Technical writing, simplifying industry-specific terminology for non-experts

- UX help instructions for a new app for a first-ever, innovative electronic device
- Optimizing 4 e-commerce and websites with web developers
- Collaborated with designers, video producers, web developers, marketing manager
- Managed Shopify ecommerce content, product descriptions, optimization (Shopify)
- Sitting on panel of interviewers when hiring within our marketing department
- Creating online surveys

Royal Caribbean Cruises, Ltd.

Senior Content Specialist
April 2019 - March 2020
- Use of complex Content Management System (CMS), Adobe Experience Manager
- Write short form activities and product descriptions on guest-facing cruise app
- Follow digital imaging and Associated Press (AP) copywriting standards
- Project: On-board UX testing, documenting ship guests' use of our app
- Project: Condense shore excursions tags and edit descriptions

Optimum7 marketing agency

Copywriter
June 2018 – January 2019
- Use SEO Clarity to inform content decisions
- High-volume copywriting to increase web traffic for e-commerce sites, universities, home products, fashion jewelry, education, business professionals and services, etc.
- Interviewed & hired copywriters: filtered profiles, CVs, samples, administered tests
- Managed budgets and supervised interns and outsourcers, including QA of content

Panamá América newspaper

Lifestyle Editor
Oct 2013 – May 2015 (1.5 years)
- Editor of Lifestyle section in Spanish covering health, travel, fashion, food, décor
- Simplify and find relevance in complicated scientific articles on health and nutrition
- Print, online and video production
- Use proprietary Drupal CMS and GN3 for publishing

Ahram Online newspaper

Sub Editor & Lifestyle Editor
Feb 2011 – Sept 2013 (3 years)
- British-dialect Sub Editor during Egyptian Revolution, contributed to style guide
- Editor of the Lifestyle section covering gastronomy, health, fashion, décor
- Collaborated with website developers to improve layout of my section
- Guided interns and collaborated with experienced journalists

SwEgypt media production company

News Video Producer
2009
- Short-term contract for MSN outsourcer producing 1-2min. online news clips
- Based on Reuters raw footage, made editorial choices, wrote a script, recorded my

voice in Spanish, edited raw footage and overlaid my voice track for video production

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