



KARLA ABREU

COPYWRITER, COPY EDITOR & COMMUNICATIONS PROFESSIONAL

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 [LinkedIn](#)

PROFILE

I'm a creative, passionate, and adaptable writer. Through my advertising and marketing storytelling skills, my personal mission is to create content that connects audiences with products, communities, and services that support their values and lifestyles

SKILLS

- Copywriting & Copy Editing
- Content Creation & Distribution
- Production & Project Management
- Creative Thinking/Problem Solving
- Organization & Time Management
- Collaboration & Leadership
- Strong Written & Spoken
Communication in English & Spanish

EDUCATION

BA - JOURNALISM AND STRATEGIC COMMUNICATIONS

University of Minnesota - Twin Cities
2016 - 2020

DIPLOMA IN SCREENWRITING FOR FILM AND TV

Toronto Film School
2021 - 2023

EXPERIENCE

PART TIME EDITOR

Austin Film Festival 2023 -

- Played an integral role in maintaining the Austin Film Festival's elite standing by serving as a script reader, analyzing storytelling components, providing feedback for authors, and making critical decisions on competition results

COPYWRITER & PROOFREADER

Periscope | 2021- 2022

- Collaborated with a team of proofreaders and copywriters to create correct, engaging, and on-brand copy for Target Corporation retail website
- Communicated clearly with online team members to ensure organization, collaboration, and on-time delivery of products

COPYWRITER AND DIGITAL CONTENT MANAGER

Fran's Kitchen - AZ | 2020 - 2021

- Created, organized and distributed content for company's website, social media, blogs, email campaigns, and educational deliverables focused on increasing brand awareness and customer engagement
- Assisted in the managing and distribution of email campaigns in collaboration with the Marketing Director

SCREENWRITER, STORY EDITOR, PRODUCER, & DIRECTOR

Toronto Film School | 2021 - 2023

- Pitched and wrote scripts for a variety of genres focused on authentic, diverse, and inclusive storytelling
- Created, wrote, edited, produced, and directed an original short film while leading a crew of 24 and collaborating with several pre- and post- production departments