



RICARDO VILORIA

BILINGUAL WRITER | CREATIVE THINKER | CURIOUS HUMAN

EXPERIENCE

HORIZON SERVICES, LLC | MIAMI, FL

COPYWRITER | OCT 2024 – PRESENT

Copywriting role leading all writing on creative work across digital and traditional marketing channels. Overseeing copy for 20 different home services brands. Responsibilities include:

- TV + Radio script writing
- Creative concepting for seasonal 360 marketing campaigns
- Directing talent in VO records and other applicable instances
- Content writing and overseeing asset versioning for all direct mail, YouTube, paid social, web, and other applicable channels
- Optimizing workflow between creative and production to maximize efficiency and output

THE LOOMIS AGENCY | DALLAS, TX

COPYWRITER | AUG 2023 – MAY 2024

Multifaceted role, primarily focused on writing for all digital and traditional marketing campaigns across 4 accounts. Responsibilities included:

- TV + Radio script writing in both English and Spanish
- Directing in both English and Spanish
- Creatively leading all paid + organic social projects
- Creative concepting + content creation for several clients on a month-to-month basis
- Contributing copy + social ideas to brand campaign development

3HEADED MONSTER | DALLAS, TX

JUNIOR COPYWRITER | JAN 2022 – AUG 2023

Copywriter role involving focused on writing for digital and traditional marketing campaigns with an emphasis on organic + paid social. Responsibilities included:

- Radio script writing in both English and Spanish
- Concepting + creating content for paid + organic social across several accounts
- Lead copywriting to support overall brand efforts + product launches in traditional + digital applications

SKILLS

- Bilingual (English + Spanish)
- Campaign development + creative concepting
- Copywriting
- Content + social copywriting
- Copy editing
- Content creation + curation
- Client communication
- Directing
- Familiarity with the production process
- Pitching for new business
- Public speaking

EDUCATION

MIAMI AD SCHOOL | MIAMI, FL

COPYWRITING | 2019-2021

JOAN CREATIVE | NEW YORK, NY

COPYWRITING INTERN | SUMMER 2021

THE TIMES | CHICAGO, IL

COPYWRITING INTERN | SPRING 2021

DAVID THE AGENCY | MIAMI, FL

COPYWRITING INTERN | FALL 2020

AWARDS

AAF | DALLAS, TX

ADDY, SILVER – CICIS PIZZA | INTEGRATED ADVERTISING CAMPAIGN: REGIONAL/NATIONAL | 2023

AAF | DALLAS, TX

ADDY, BRONZE – CICIS PIZZA | COPYWRITING | 2023

AAF | DALLAS, TX

HONORABLE MENTION – CICIS PIZZA | SINGLE SPOT | 2024