

SIBYL S. MUNOZ

SIBYLMUNOZ.COM

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ACADEMIC INFORMATION

DePaul University

2015

BA in Advertising/PR

Magna Cum Laude

EMPLOYMENT

Employer	Description, Responsibilities	From-To
Everspring Partners	Copywriter: I use my way with words to convince potential students that a graduate degree is a solid trade-off for a little more debt. Digital/print/OOH ads, emails, blogs, microsite copy, program brochures, direct mail, you name it I write it. I crush the game in SEO copywriting (Ahrefs is my best friend) and have learned to do web development on Brightspot and Shopify. I also manage a team of five freelance copywriters who seem to appreciate—or at the very least cheerfully tolerate—my feedback.	06/18-pres.
McDonald's Global Corporate Consulting (JMC)	Social Media Community Manager: You know that moment when you tweet to the void that a Big Mac and fries sounds good? Well, I'm the Jiminy Cricket of social media telling you that you should definitely Treat. Yo. Self. I will woo you in 140 characters or less. A few of the campaigns I worked on include the Olympics, All Day Breakfast, the Grammy's, the Superbowl, and Fresh Beef (which was a failure, but you learn more from those, so I'm including it).	11/2015-11/2017
Chicago Red Stars	Director of PR and Social Media: I did everything from writing press releases, media kits, media guides, feature stories, to getting into gif battles on twitter with the other teams in the league. My knowledge of our target demographic allowed me to hone the team's social media platforms into well-wielded tools that encouraged engagement from our followers and competitors. Highlights of the job also included doing post World Cup press engagements with our 3 US World Cup champions. And, of course, holding the World Cup trophy.	04/2015-09/2015
Chicago Red Stars	Community Relations Intern: Assisted with planning and executing events such as fundraising and coordinating player appearances. Fulfilled grant and donation programs to charities and non-profit organizations. Explored and identified philanthropic opportunities. Carried out game day assignments such as game-worn jersey auctions, a Make-A-Wish event, and merchandise raffles.	03/2013-01/2014

THINGS I CAN DO!

Writing Skills: Seven years of professional experience in advertising/digital copywriting, marketing copywriting, SEO copywriting, social media marketing, web pages, blogs, emails press releases, fact sheets, feature stories, TV and radio scripts, plays, media guides and media kits

Languages

Spanish: Understanding- Advanced Spoken/written: Intermediate

Web Development Software: Shopify, Brightspot, WordPress, Wix

Software/Program Proficiency: Ahrefs, Photoshop, InDesign, Microsoft Office (Word, Excel, PowerPoint, Access), Workfront

Social Media Knowledge: Sprinklr, Hootsuite, Twitter, Facebook, Instagram

MASTHEADS I'VE WRITTEN FOR

I seamlessly transitioned from writing PR and social media for national sports organizations to writing social media for a Fortune 500 company, and from there I've gone on to write for a myriad of universities. Trust me when I say I can write to whatever product you need to sell.

While I have yet to write in an agency setting, I've written in-house for the following organizations:



McDonald's
Corporation



U.S. Soccer



The University of Kansas



William &
Mary



Santa Clara
University



Purdue University



The University of
Tennessee Knoxville



National Women's Soccer
League (Chicago Red
Stars)