

GERALDINE ESTEVEZ

Geraldine@TheWriteWoman.com | TheWriteWoman.com

Experience

FREELANCE WRITER

NEW YORK, NY

December 2013 - Present

TheWriteWoman.com: Created the original concept for and name of a personal brand utilized to share writing and to connect with fellow creatives. Said brand has led to press passes for monumental events, such as T-Mobile's Shakira Concert at Bryant Park and Cosmopolitan's Fun Fearless Life conference.

The Huffington Post: Pitch and write culturally-driven content, incorporating women's issues and politics. One of these articles, "I Don't Want Children," went viral with more than 37,000 Facebook likes.

Latina: Pitched and wrote lifestyle and news pieces reaching more than 100,000 readers and acquiring the attention of "How To Get Away With Murder" actress Karla Souza. Also wrote copy for the brand's social media while simultaneously producing and implementing social media strategies.

BronxNet TV/LatinTRENDS: Worked alongside these partnered brands to write, produce and conduct the YouTube and television interviews of prominent community leaders and entertainment stars, including "The Real" host Adrienne Bailon, "Sex and the City" actress Kim Cattrall, singer-songwriter Natti Natasha, singer-songwriter Henry Santos, "Step Up" actor Channing Tatum, VH1 "Single Ladies" actress Denise Vasi and more.

COMMONGROUND/MGS

NEW YORK, NY

Social Media Coordinator (Contract)

August 2013 - December 2013

Drafted social media strategies, produced original copy and created presentation decks for the integrated marketing campaigns of renown brands: HBO Latino, Absolut, Toyota, Miami Dolphins

CBS NEWS

NEW YORK, NY

Public Relations Intern

January 2013 - April 2013

Produced clips of online mentions of CBS News and also assisted the producer of "CBS This Morning," as well as the Senior Vice President of Communications as needed



Education

The City College of New York

August 2011 - May 2013

B.A. Communications

Specializations: Advertising and Public Relations

Skills

Fluent in Spanish, quantitative and qualitative research, writing, copywriting, branding, social media, Final Cut Pro, Canva, Microsoft Office, Wordpress, Squarespace