

# SIBYL MUÑOZ

Chicago, IL | 832.248.2300 | sibylmunoz@gmail.com | sibylmunoz.com

Senior copywriter with over a decade worth of experience in writing and creating print and social media ads, email marketing, and creative writing.

## EXPERIENCE

MAY 2021 -  
PRESENT

### SENIOR COPYWRITER, RAPP

Using empathy and experience, I create compelling and strategic messaging that connects brands to their customers. From witty headlines to full-scale campaigns, I bring creativity and clarity to each project, ensuring that every word aligns with the brand's voice and goals. From digital to print and social media, I refine content to make sure it resonates with our client's audience. (Current accounts: Peloton, US Army, PNC Bank.)

JUN 2018 - MAY  
2021

### COPYWRITER, EVERSPRING INC.

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 freelance copywriters who seem to appreciate, or at the very least cheerfully tolerate, my feedback.

NOV 2015 - NOV  
2017

### SOCIAL MEDIA COMMUNITY MANAGER, MCDONALD'S GLOBAL (VIA JMC CONSULTING)

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).

MAY 2015 -  
SEPT 2015

### DIRECTOR OF PR AND SOCIAL MEDIA, CHICAGO RED STARS

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.

# EDUCATION

## BACHELOR OF ARTS IN ADVERTISING/PR, DEPAUL UNIVERSITY

Received the Dean's List award for maintaining a high grade point average and academic excellence.

Graduated with Magna Cum Laude honors.

- **Types of Writing:** 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
- **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
- **Languages:** Spanish (advanced understanding, intermediate speaking/writing). French (beginner/intermediate understanding and speaking)

---

## COMPANIES I'VE WRITTEN FOR

---

