

CANDACE RAMIREZ

Experienced senior copywriter with a passion for product marketing
[Portfolio](#) [LinkedIn](#) hello@candaceramirez.com 206-317-9328

Hi there! I'm Candace, a Seattle-area content strategist focused on storytelling, product marketing, and user experience for global tech companies. My approach is centered on building relationships. I create customer experiences that feel friendly, intuitive, and trustworthy. If you're tired of corporate jargon and looking to craft a relatable, human-centered brand voice, let's talk.

BUSINESS IMPACT

- Led continuous updates to Logitech brand voice and messaging guide
- Wrote webpages for Logitech product launches.
- Crafted messaging guides and content for numerous Logitech product launches

SKILLS

- B2B content strategy & writing
- UX writing for webpages, apps, and operating systems
- Technical writing for product marketing
- Competitor analysis
- User research
- Marketing campaign management
- Journalism and editorial experience (writing/assigning stories, interviewing, sourcing)

EXPERIENCE

LOGITECH — MARKETING CONTENT STRATEGIST / REMOTE / Aug. 2021 – April 2023

- **Content Writing and Strategy:** I brought topical, relatable, and data-driven content ideas to my team, always tying them into organization-wide priorities. I contributed to a new writing style guide and infused our emerging brand voice into all written content.
- **Product marketing copywriting:** I crafted our messaging for numerous product launches, and wrote copy for a wide range of project including website pages, advertising copy, Amazon listings, technical whitepapers, webinar scripts, technical support articles, and more. Focused on both B2B and B2C.
- **UX Writing:** I did a complete revamp of Logitech's Room Configurator. My goal was to simplify the experience and make it feel as if a friendly expert were there guiding the user through the process. I also worked with our UX team to write copy flows for CollabOS, Logitech's unifying operating system.

COMMUNICATIONS MANAGER — LATINAS IN TECH - SEATTLE CHAPTER / SEATTLE, WA / 2021

I serve as a Seattle chapter leader of Latinas in Tech, where I head content and campaigns to promote educational events. My last campaign maxed out attendance.

FEATURE WRITER — APARTMENT THERAPY / REMOTE / 2020 - 2022

I pitched and wrote stories for Apartment Therapy's real estate section, including front-page placements.

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FREELANCE — CONTENT STRATEGIST & WRITER / KIRKLAND, WA / 2018 - 2021

I helped tech companies reach and grow target audiences through comprehensive content strategy, blogs, long-form content, thought leadership, e-newsletters, story-driven case studies, and more. Clients included SaaS tech companies, agencies, and B2C solopreneurs. Consistently reached client goals, including a website rewrite that earned my client four new patients per month.

1PASSWORD — FREELANCE CONTENT WRITER / REMOTE / 2019

I translated complex SaaS topics like cybersecurity into reader-friendly, relatable articles.

CONTENT WRITER — SCREENCAST-O-MATIC / REMOTE / 2019 - 2021

For this B2B and B2C SaaS client, I pitched future-of-work content ideas, wrote SEO-optimized blog posts, and spearheaded an initiative to create case studies in a narrative, relatable format so we could impact readers on a deeper level. My posts consistently landed on the first page of Google. Focused on EdTech.

LIFEWIRE — CONTENT & SOCIAL VOLUNTEER / BELLEVUE, WA / 2018 - 2019

I wrote educational blogs that became the highest-traffic pages on this local nonprofit's website.

ESTATELY — PUBLIC RELATIONS MANAGER / SEATTLE, WA / 2016 - 2018

I led Estately's B2C PR strategy and brand voice. I wrote content and secured placements in The Seattle Times, CNET, Washington Post, Good Morning America, etc. I built mutually beneficial, genuine relationships with reporters.

ACCOUNT MANAGEMENT INTERN — JAYRAY ADS & PR / TACOMA, WA / 2016

I conducted competitor analysis, wrote and copy-edited content, and secured media placements.

TACOMA ART MUSEUM — MARKETING & COMMUNICATIONS INTERN / Tacoma, WA / 2015-2016

To promote an upcoming exhibition, I conducted research, supported press events, increased TAM'S Pinterest following by 65%, tracked social media mentions, and wrote for TAM's magazine. During this time I also served as a customer service representative and was recognized multiple times for selling the most memberships in a given quarter.

IMAGEWEST AD AGENCY — PUBLIC RELATIONS COORDINATOR / Bowling Green, KY / 2013

I led research on a marketing campaign for the U.S. Department of State.

EDUCATION

Bachelor of Arts in Public Relations — Western Kentucky University / Bowling Green, KY
Certificate in UX Writing — University of Washington / Seattle, WA / 2022 ([See Certification](#))