

# Desi St. Amant

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Fullerton, CA

I am flexible, collaborative, and responsive to all forms of writing. My work as a freelance editor, copywriter, and educator have enabled me to sharpen my editorial skills and align with clients' messaging goals.

## SKILLS

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- Project Management
- Excellent Communication and Writing Skills
- Editing, Grammar, & Proofreading
- Storytelling
- Creative Collaboration
- Google Certified Instructor
- Flexible and Adaptable
- SEO Marketing Certified
- Microsoft Office
- Conversational Spanish
- Strong Presentation Skills
- Research
- People Person
- Problem-Solving
- Scripting
- Short-form and Long-form Copy

## EXPERIENCE

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- 06/2023—Present     **Copywriter**, RPA Advertising Agency – Santa Monica, CA
- Produced original content for promotional advertisements and marketing materials.
  - Collaborated with art directors and senior creatives to concept and create content that aligned with client voice and messaging.
  - Co-created dynamic 360 brand campaigns.
  - Contributed to digital/social campaigns, TV, radio, SEO marketing, OOH, POP, and print.
  - 2024 Radio Mercury Awards Finalist
  - Managed various deadlines with attention to detail when completing projects.
  - Clients: Internal, Honda, Farmers Insurance, ampm, Apartments.com, Homes.com, ARCO, La-Z-Boy, and new business.
- 06/2022—Present     **Freelance Copywriter**, Concept Zombie Creative – Rancho Santa Margarita, CA
- Developed copy for online and social media content, adhering to the clients' brands.
  - Customized brand message to capture target audience interest and drive engagement.
  - Presented ideas in live meetings with clients, revising concepts based on feedback.
- 06/2021—07/2023     **Editor**, College Guidance – Villa Park, CA
- Brainstormed with clients to develop strong writing concepts.
  - Proofread client writing, offering revision suggestions to improve readability and impact.
  - Provided differentiated, detailed, and prompt feedback on clients' progress.
  - Managed various client timelines to ensure they met project goals and deadlines.
- 07/2006—06/2023     **English Teacher**, PYLUSD – Placentia, CA
- Managed projects for 170+ clients each year, utilizing various strategies to meet portfolio goals and facilitate growth, resulting in a 98% pass rate on the AP exam.
  - Provided detailed and ample writing feedback on a consistent basis.
  - Differentiated strategies to communicate complex ideas in a clear manner.
  - Mentored teacher interns and led professional development trainings for staff.
  - Collaborated with colleagues across departments and produced engaging presentations.

## EDUCATION

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**Portfolio & Copywriting**, The Book Shop School for Ads – Los Angeles, CA

**MS in Education & Online Learning**, California State University, East Bay – Hayward, CA

**BA in English**, California State University, Fullerton – Fullerton, CA