

Sairy Romero

Senior Copywriter | Content Strategist | Verbal Identity Consultant

www.tonodevoz.com

Location: Mexico City

Date of birth: 20/01/1992

Nationality: Venezuelan

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Senior Copywriter specialized in branding, verbal identity, and content strategy for international brands and agencies.

Experience

Pharus Design/Alexandria Group, Senior Copywriter

MARCH 2022 - NOVEMBER 2025

As Senior Copywriter for Pharus Design/Alexandria Group, I created verbal identities, naming, and tone of voice guidelines for international brands.

Thomson Reuters, Content Marketer

AUGUST 2023 - NOVEMBER 2023

As Content Marketer, I researched and selected relevant U.S. legal topics and wrote articles for lawyer websites, producing client-focused content designed to attract and inform potential clients.

Conway+Partners, Freelance Senior Copywriter

NOVEMBER 2022 - MAY 2023

As Copywriter for Conway+Partners, I wrote brand communication guidelines and strategy.

Alerta!, Freelance Copywriter & Translator

JULY 2021 - JAN 2023

As Copywriter for Alerta!, a multicultural marketing agency based in New York, I wrote adaptations, translations, and commercial scripts for brands from the U.S. and LATAM.

KTBO, Freelance SEO Specialist

MARCH 2021 - JAN 2023

As an SEO Specialist for international brands, I planned the content strategy and optimized articles according to keyword research.

Synapbox, Freelance Copywriter & UX Writer

NOVEMBER 2020 - JAN 2023

As Copywriter for Synapbox, I created TOV guidelines and developed the content strategy.

R/GA, Freelance Content Strategist

OCTOBER 2021 - MAY 2022

As Content Strategist for R/GA, I audited the client's website and planned the content strategy to improve the user journey.

ION Marketing, Senior Copywriter

JUNE 2020 - OCTOBER 2020

As Senior Copywriter, I wrote articles and social media content for different brands from the UK and the US.

Capptu, Brand Journalist

JUNE 2018 - APRIL 2020

I was in charge of a branded content website sponsored by Capptu.

I wrote articles about marketing, social media trends, lifestyle, photography, and design.

In addition to that, I produced and hosted their podcast about pop culture and trends, and interviewed creative directors and photographers as special guests.

Cultura Colectiva, Creative writer

2017 - 2018

During my time in Cultura Colectiva, I wrote over 100 articles about art, film, literature, science, sexuality, fashion and more.

El Dictamen, Writer and Editor

2015 - 2017

During my time in El Dictamen, I wrote articles about local culture for the newspaper's website. I was also the editor of the newspaper's monthly supplement.

Education

Universidad del Valle de México, Communication Sciences
2010 - 2014. VERACRUZ, MEXICO.

Awards and recognition

In 2014, my short story *Esther Eugenia* was a finalist of the Premio Bengala/UANL. It was published in an anthology soon after.

In 2015, my short story *Algodón* received an honorable mention in the Premio Nacional de Cuento Fantástico Amparo Dávila. It was published in an anthology.

Additional courses

Screenwriting & film studies, playwriting, acting, stand-up and improv comedy.