

LAURA DIANE DUARTE

Senior Copywriter + Word Ninja

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Award-winning copywriter with over 15 years spent studying, teaching, and selling writing in multiple professional environments, including agency, in-house, and freelance. Adept at creating unignorable advertising and marketing messaging for industries like technology, entertainment, gaming, real estate, food and beverage, and energy. Ready to show up every day as an energetic critical thinker, hands-on maker, and creative collaborator.

SKILLS

Video Scripts
Creative Concepting
Email and Direct Mail

Creative Strategy
B2B and B2C Campaigns
Short-Form Copy

Content Development
Long-Form Copy
Brand Messaging and Voice

PROFESSIONAL EXPERIENCE

Catalyst Marketing Agency, Denver, CO

August 2022 – Present

Senior Copywriter

- Collaborate with strategy and design teams to execute full-funnel advertising and marketing assets
- Participate in client meetings to understand objectives, manage timelines, and present creative work
- Manage freelance writers, providing ongoing feedback that ensures brand consistency and content clarity

Xpressdocs, Fort Worth, TX

April 2021 – August 2022

Content Creator

- Acted as brand voice in all areas of business, including internal and client-facing communications
- Generated long-form and short-form copy: blogs, press releases, case studies, newsletters, taglines, blurbs
- Mentored junior copywriters, guiding their research, writing, organization, and content strategy

Laura Duarte Freelance, Fort Worth, TX

January 2016 – August 2022

Copywriter/Copy Editor/Proofreader

- Served as point of resolution, proofreading copy written by other authors for content and clarity
- Crafted copy for blogs, long-form articles, and other marketing materials
- Managed content planning with clear roadmaps to deliver results within timelines

University of Central Oklahoma, Edmond, OK

August 2016 – May 2018

Adjunct Composition Instructor/Graduate Teaching Assistant

- Instructed classes with up to 24 students in two sections per semester of Composition I and Composition II
- Created all materials associated with learning: syllabi, writing samples, and slide decks
- Taught and evaluated grammar, critical thinking and analysis, rhetorical analysis, research, and essay organization

Various, Fort Worth, TX

Landman, In-House and Independent Contractor

May 2004 – December 2015

Details provided upon request

EDUCATION

Master of Arts – English, 2017

University of Central Oklahoma – Edmond, Oklahoma

Bachelor of Arts – English, 2003

University of Texas at Arlington – Arlington, Texas