

EDITH Q. QUIROZ

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PROFILE

Accomplished writer, editor, and content creator with over 20 years of experience in producing compelling non-fiction content, particularly case studies and client success stories. Skilled at crafting narrative-driven content that effectively demonstrates how businesses solve client challenges and achieve success. Adept at transforming complex information into engaging, clear, and concise materials. Holds a Bachelor's degree in English with an emphasis in writing and additional coursework in graphic design and visual communication.

KEY SKILLS

- **Non-Fiction Storytelling:** Expertise in crafting case studies and client success stories that demonstrate business achievements, challenges, and problem-solving processes.
- **Content Creation:** Skilled at writing a variety of content, including case studies, web copy, blogs, technical documentation, and marketing materials.
- **Marketing & Copywriting:** Experience in creating persuasive and clear messaging for email campaigns, advertisements, and product descriptions.
- **Editing & Proofreading:** Strong attention to detail and ability to enhance content for clarity, flow, and engagement.
- **Research & Analysis:** Proficient in conducting thorough research to build compelling case studies that resonate with target audiences.
- **Project Management:** Highly organized with the ability to manage multiple projects, ensuring quality content delivery within deadlines.

PROFESSIONAL EXPERIENCE

Freelance Writer, Editor & Content Creator

Self-employed, Orange County & Los Angeles, CA
Apr 2017 – Present

- Specialized in crafting engaging case studies and client success stories for businesses across various industries, including technology, healthcare, and consumer goods.
- Worked directly with clients to understand their challenges, solutions, and outcomes, translating this information into compelling narratives that showcase their successes.
- Developed additional content, including web copy, blog posts, and email campaigns, aimed at increasing audience engagement and boosting brand visibility.
- Conducted in-depth interviews and research to ensure all case studies accurately reflected client experiences and results.

Marketing Specialist & Content Writer

Cyma Orchids, Anaheim, CA
Oct 2014 – Apr 2017

- Developed detailed case studies highlighting the company's success in securing multi-million-dollar contracts with major grocery chains, emphasizing the problem-solving approach and value proposition of Cyma Orchids' products.

- Created persuasive email campaigns and digital content that helped capture the attention of decision-makers, driving successful business growth.
- Collaborated with the sales team to produce content that aligned with marketing strategies, resulting in increased contract acquisitions.

Technical Writer & Content Creator

Broadcom, Inc., Irvine, CA
Apr 2013 – Sep 2014

- Wrote technical case studies that showcased how Broadcom's solutions solved complex client challenges, using clear, customer-friendly language.
- Developed product documentation, user guides, and white papers, integrating client success stories to highlight the practical benefits of Broadcom's offerings.

Technical Marketing Writer & Graphic Designer

Phalanx Biotech, Palo Alto, CA
Jan 2009 – Jul 2011

- Wrote case studies that demonstrated how Phalanx Biotech's products helped clients achieve breakthrough results, presenting technical details in a narrative format that was accessible and engaging.
- Collaborated with the marketing team to ensure that all content aligned with Phalanx's brand and messaging.

Technical & Marketing Writer & Graphic Designer

Cisco Systems, Inc., San Jose, CA
1997 – 2008

- Created case studies that illustrated how Cisco's networking solutions helped businesses overcome complex challenges, including network optimization and scalability.
- Produced a range of marketing materials, including product brochures, white papers, and web content, ensuring all documents featured compelling real-world applications and results.

EDUCATION

University of San Francisco, San Francisco, CA

Bachelor of Arts – English, Emphasis in Writing
GPA: 3.91 | Dean's Honor Roll | Sigma Tau Delta – English Honors Society

Academy of Art College, San Francisco, CA

Courses in Color Theory, Graphic Design, and Web Design
GPA: 3.9

TECHNICAL SKILLS

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- HTML & CSS basics
- Content Management Systems (CMS)
- Google Analytics & SEO tools

ADDITIONAL INFORMATION

- Strong interpersonal skills and a collaborative approach to projects.
- Creative storyteller with a knack for transforming complex information into engaging narratives.
- Proven ability to meet deadlines while maintaining high-quality content.