



ALAIN TELLEZ

Copywriter

Multi-cultural Miami-based Copywriter with a passion for storytelling.

I've been drawn to advertising ever since my family and I would gather around the TV, dissecting commercials from our couch. That passion has stuck with me, and today, my biggest motivation is creating work that my younger self—sitting on that same couch—would be proud of.

CONTACT

✉ alainrtellez@gmail.com

☎ 786-291-1003

🌐 Alaintellez.com

EXPERTISE

- Copywriting
- Visual story-telling
- Social Media Marketing
- Creative Concepting
- Adobe CC (Photoshop + Premiere)
- SEO
- Marketing Strategy
- Branding

REFERENCES

Ben Gross

Creative Director | Levelwing

+804-385-6497

Christian Felipe

Sr. Copywriter | Levelwing

+786-247-4601

WORK EXPERIENCE

COPYWRITER

Oct 2023 - Mar 2025

Levelwing Media

- Wrote and pitched campaigns for CRM, Social media, Digital, Print, OOH, and Broadcast.
- Clients: Bridgestone, Firestone, PODS, Sunoco, Winnebago, Don Gato Tequila, and Warner Bros.
- Wrote high converting Google Responsive Search Ads for GoTo Foods' sub-brands: Auntie Anne's, Cinnabon, Jamba, Carvel, Schlotsky's, Moe's Southwest Grill.

FREELANCE COPYWRITER

July 2023 - Present

Casalú

- Developed creative copy and campaigns across organic social, paid social, brand guidelines, and email newsletters.
- Shaped and refined Casalú's brand voice, ensuring it remains authentic, engaging, and culturally resonant across all marketing channels.

JUNIOR COPYWRITER

July 2022 - July 2023

GlueIQ

- Supported teams by writing copy across all touchpoints (OOH, Website landing pages, Email newsletters, Paid/Organic Social media)
- Clients: Brightline, Atlantis, Reyes Beverage Distributors, and MSC cruises.

EDUCATION

Miami Ad School

2020 - 2022

Copywriting Portfolio Program

- **Awards: 2022 Bronze ADDY**

Miami Dade College

2017 - 2019

A.A in Mass Communications & Journalism