

# SILVIA DE LA PEÑA

## SKILLS

**Copywriting | Editing | Landing pages | SEO  
Optimization | SEM | Multi-channel Campaigns | Email  
Marketing | Generative AI for Marketing**

## SUMMARY

**Content marketing manager for  
Fortune 500 healthcare company**

**10+ years' experience in copywriting,  
editing, branding, communications  
and email marketing**

## EXPERIENCE

**Patient Marketing Content Manager | DaVita |  
April 2022 – January 2026**

- Collaborated across teams and stakeholders to create campaigns around business goals
- Wrote copy for marketing emails, print and digital ads, landing pages, video scripts
- Reviewed freelance- and AI-written copy for brand voice and style
- Owned and maintained DaVita's writing style guide

**Sr. Brand Marketing Writer | DaVita |  
Dec. 2019 – April 2022**

- Wrote email campaigns, e-newsletters, print and digital ads, landing pages, annual report
- Worked with web optimization team to increase traffic, reach KPIs and improve UX on DaVita.com
- Collaborated with video/motion graphics team to create high-performing YouTube videos and executive video messages to 70k employees

**Sr. Copywriter | SDLP Creative | March 2019 – Dec. 2021**

- Wrote/edited copy for email campaigns, brochures, websites, landing pages, blogs, branding materials, print ads, radio and TV scripts, campaign names and taglines



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## VOLUNTEER EXPERIENCE

**Mentor | Foster Nation | 2024–present**

**Kids Ministry Leader | Austin Stone  
Community Church | 2013–2018**

**Copywriter | Wick Marketing | Oct. 2016 – Jan. 2019**

- Wrote copy for marketing emails, brochures, websites, landing pages, blogs, branding materials, print ads, radio and TV scripts, campaign names, and taglines
- Branded new home communities: named neighborhoods, streets and buildings; wrote brand guidelines; and created buyer personas

**Content Marketing Specialist | The Boon Group | June 2013 – June 2016**

- Wrote employee communications, press releases, web copy and how-to guides
- Built and managed email marketing campaigns
- Created content for blogs, social media, publications, emails and print collateral
- Managed social media strategy, content calendar

**Writer, Internal Communications | DaVita | Feb. 2011 – March 2013**

- Created strategic internal communication plans for major company initiatives and programs
- Edited weekly employee e-newsletter, direct email messages and executive video scripts (audience of 50k employees)
- Wrote/edited stories for monthly employee magazine
- Produced and maintained style guidelines and policies specific to employee communications

**CERTIFICATES**

**AI Digital Marketer | July 2025 | DMAnc.org** (Direct Marketing Association of Northern California)

**Digital Marketer | July 2025 | DMAnc.org** (Direct Marketing Association of Northern California)

**EDUCATION**

**MFA Creative Writing & Publishing Arts**  
University of Baltimore

**BA Creative Studies: Literature**  
University of California Santa Barbara