

SILVIA DE LA PEÑA

SKILLS

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

SUMMARY

Content marketing manager for Fortune 500 healthcare company

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



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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