

SILVIA DE LA PEÑA

SKILLS

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

EXPERIENCE

**Copywriter (Contract) | Ethos Veterinary Health |
May 2026 – present**

- Write/review copy for marketing materials
- Collaborate with web team to create landing pages for campaigns
- Develop a writing style guide

**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

SUMMARY

Copywriter/Content Manager

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



[silviadelapena@
gmail.com](mailto:silviadelapena@gmail.com)



(310) 918-1838



[LinkedIn](#)



[@silviadelapena_art](#)

silviadelapenaportfolio.com

VOLUNTEER EXPERIENCE

Mentor | Foster Nation | 2024–present

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

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

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

- Wrote copy for marketing emails, brochures, websites, landing pages, blogs, branding materials, print ads, radio/TV scripts 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