MARIANELA "MARI" DE ARMAS

UX WRITER/CONTENT STRATEGIST

CONTACT

http://maridearmas.com

marianeladearmas@gmail.com

https://linkedin.com/in/maridearmas

EDUCATION

BA ▪ ENGLISH ▪ 2002

Florida International University

EXPERT-GENERALIST SKILLS

- Content Planning & Management
- Brand Development
- Technical Writing
- Project Management
- Research
- Localization
- PR & Marketing

WHAT I DO BEST

I help shape product experiences by crafting copy that guides users to not only understand the task at hand, but also to feel understood by the product. I do this by working closely with designers, researchers, product managers, developers, marketing teams, and executives to help establish the right language and maintain a unified voice.

CURRENTLY

FREELANCE ▪ 2019-PRESENT

Client List: Regent Seven Seas Cruises | Karisma Hotels & Resorts
Atlas Ocean Voyages | Eleni & Chris | ZAG Creates

PREVIOUSLY

UX WRITER ▪ VERIZON CONNECT ▪ 2018-2019

My mission was to align the style and tone of Hum's in-app content. However, I took a more holistic approach and worked closely with a cross-section of stakeholders from Product, Design, Research, and Marketing to develop bilingual copy for both digital and mobile experiences.

LEAD CONTENT STRATEGIST ▪ NCLH ▪ 2013-2018

When I began working for Prestige Cruise Holdings in 2013, I was the sole content strategist for both Regent Seven Seas Cruises and Oceania Cruises, responsible for fulfilling all of the copy needs for these luxury brands. After a merger with Norwegian Cruise Line Corporation (NCL), I changed my focus to writing for Regent Seven Seas Cruises, while continuing to streamline copy across the three brands.

ASST. DIRECTOR, MARKETING & PR ▪ FIU ▪ 2012-2013

My alma mater is a special place, which is why I was eager to return to facilitate all of the promotional needs for the College of Architecture + the Arts and for the Division of Student Affairs on behalf of the marketing arm of the university. Responsibilities varied greatly, but the goal was simple: find the story and tell it in the best possible way.