

Francisco E. Garza Martinez

Senior Copywriter · Email Marketing · Content Strategy

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PT / MX · EU Work Authorization
Available from April 2026

Strategic copywriter with an economics background and 4 years of dedicated copywriting experience. At Mott & Bow, grew weekly email revenue from \$40–50K to \$70–100K USD through data-informed copy, automated flows, and A/B optimization. Bilingual (English/Spanish), multicontinental experience across 3 continents.

75–100%

REVENUE GROWTH

90+

PAGES OF SEO CONTENT

3

CONTINENTS WORKED

EXPERIENCE

Copywriter

May 2023 – Mar 2026

Mott & Bow · New York (Remote)

- Grew weekly email revenue from \$40–50K to \$70–100K USD through strategic campaign copy, automated flows, and A/B optimization.
- Defined and owned the brand voice across all email touchpoints, crafting a premium tone that reinforced customer loyalty.
- Launched loyalty program end-to-end: landing page, full email flow, and all UX copy.
- Wrote and optimized 40 collection pages and 50+ blog entries with SEO, GEO, and LLM indexing strategies.
- Ran continuous A/B testing on subject lines, copy angles, and campaign structure.

Copywriter

Oct 2021 – Nov 2022

Drive Hackers · Monterrey, MX

- Content calendars and campaigns for SMB clients: blog posts, emails, social ads, ebooks, scripts.
- Cross-functional collaboration on content initiatives and lead generation strategies.

Project Manager, Strategic Communications

Mar 2021 – Aug 2022

Xignux · Monterrey, MX

- Strategic Communication Plan spanning 5 subsidiary companies. Led internal IT communications.

Creative Writing Teacher

Feb 2021 – Jan 2022

Universidad Autónoma de Nuevo León · Monterrey, MX

- Designed and delivered a 7-session creative writing curriculum.

Accelerated Development Professional

Jul 2018 – Feb 2020

Metalsa / Grupo Proeza · Monterrey, MX

- 4 rotational projects across finance, corporate development, and strategic planning. Identified 2 new market opportunities.

SKILLS

EMAIL MARKETING

Campaign Copywriting, Automated Flows, A/B Testing, Revenue Optimization, Klaviyo

CONTENT STRATEGY

SEO Copywriting, GEO Content, LLM/AI Search Optimization, Blog Strategy

UX & BRAND

Brand Voice, UX Microcopy, Landing Pages, Loyalty Programs

TECHNICAL

AI-Assisted Writing, Data Analysis, PowerBI, ChatGPT

EDUCATION

BA in Economics

2012–2018

Universidad de Monterrey · Exchange: Eberhard Karls Universität Tübingen, Germany

Creative Writing

2020

Wesleyan University (Online)

LANGUAGES

Spanish · Native English · Bilingual Portuguese · Intermediate