

Abraham Reyes Hernández

Copywriter & Content Strategist

Storytelling · Video & photography · Digital communication

Puebla, Mexico
abraham.reyes.poesia@gmail.com
+52 221 386 1416
abraham-reyes.lat/en/

PROFILE

Bilingual copywriter and content strategist with five-plus years of experience in higher education, digital marketing, and coffee, travel and tech brands. I combine writing, photography and video editing with measurable strategy: campaigns and narratives that strengthen brand voice and audience connection. A published poet, I bring sensitivity and linguistic precision to every project.

EXPERIENCE

Independent content strategist

2024 – PRESENT

Brand voice, content, video and web

- **Café Tú y Yo** (2024 – present): seasonal content plan, photography, reels and carousels. +60% Instagram views in three months and about 300 organic followers a month, with no paid ads.
- **Treitus Drive** (2025 – present): visual identity guidelines, user manual, landing page content and LinkedIn strategy for the company and its founders. The brand was approached by a US investment fund.
- **Nueva Era Travel Shop** (2026): video series for in-store screens, anniversary video, seasonal deals landing page and social media strategy proposal.
- **Bony Bakery** (2025 – 2026): signature-dessert concept, product photography, social video and website.
- **Mexican Harvest** (2025): brand voice, social campaigns, point of sale and photography. 57K views in July 2025 (+34% over June).
- **IPETH and Berakah** (2024 – 2025): email marketing (17.37% open rate), landing pages and health content.

Galileo Global Education / Universidad IEU

2022 – 2025

Senior copywriter and content strategist

- Led digital campaigns and copywriting for email marketing, landing pages and social media.
- Created institutional storytelling frameworks for more than 70,000 alumni.
- “Noches Naranjas” campaign: full email flow (pre-event, save the date, reminder and follow-up) with an 11% open rate vs. a 5% average.
- Raised the average email open rate from 2% to 9%; drove +8% annualized enrollment growth and +10% blog readership.

SELECTED PROJECTS

- **WhatsApp chatbot, IEU and IPETH**: lead-capture conversational flows built on UX writing and content design principles.
- **IEU institutional blog**: created and managed from launch, with educational, trending and conversion-oriented articles.
- **Translation (2014)**: English-to-Spanish poetry published in *Sólo una vez aquí en la Tierra. Cincuenta y dos poetas del mundo* (Valparaíso Ediciones, ISBN 978-607-96449-7-0).

SKILLS & TOOLS

Copywriting · Storytelling · Content strategy · SEO · Email marketing · UX writing · Content design · Product photography · Video scripting and editing · Landing pages · CRM (RD Station, Salesforce) · Meta Business Suite · WordPress · Google Workspace · Monday

EDUCATION & AWARDS

- **B.A. in Linguistics and Hispanic Literature**, Benemérita Universidad Autónoma de Puebla (2011 – 2016)
- PECDA Puebla 2019, state grant for artistic creation and development
- 7th Literary Creation Workshop for Young Writers, Fundación para las Letras Mexicanas (2015)
- Publications in cultural magazines and anthologies (BUAP, Tiempo que Resta)

LANGUAGES

- Spanish, native
- English, C1 (Cambridge certified)

Portfolio with case studies and results: abraham-reyes.lat/en/ · References available on request.