

FRANK ANTHONY ZAPATA

CONTACT

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🏠 Los Angeles, CA

EDUCATION

BACHELOR OF SCIENCE: MARKETING

2020
California State University,
Northridge

COPYWRITING

2020 - 2022
The Book Shop - School for Ads

DIGITAL MARKETING

2022
Yale School Of Management
Executive Education

SKILLS

Copywriting
Spanish (Fluent)
Marketing
Microsoft Office Suite
G Suite/Google Workspace
Customer Service
Social Media
Cold Calling
Report Preparation
Final Cut Pro
Adobe Creative Suite
Public Speaking
YouTube

AWARDS

2022
One Show - Young Ones Brief
Gold Pencil - Integrated

2023
Telly Awards - Univision LA
Bronze Winner - Branding - Local TV

EXPERIENCE

COPYWRITER

TelevisaUnivision | 02/2022 - Present

- Develop copy and concept for fully-integrated campaigns.
- Write client interviews shown in Univision LA morning news segment.
- Research and ideate strategies for clients and internal sales.
- Identify the BIG IDEA for brands.
- Clients include: McDonald's, Ford, SoCal Toyota, Copa America, Gold Cup, Flex Alert, La Firma Dominguez, Disneyland, Tapatio, Adriana's Insurance, ISDIN, Los Defensores, and more.

WRITER/CREATIVE SERVICES

Univision | 09/2021 - 02/2022

- Coordinated with creative team in the execution of campaigns, concepts, and copy.
- Tracked and maintained creative department projects and their contributions of over 30 million + in revenue and follow through on project deliverables.
- Participated in brainstorming sessions with creative and account executives to discuss, create, and execute client needs.
- Developed decks for both internal and external presentations, inclusive of design, copywriting, and editing.

PARTICIPANT, THE EXCELLENCE PROGRAM

Endeavor | 2021

- A program that aims to provide aspiring entertainment industry professionals with insights, information and tools to help them enter, succeed and make change in today's industry.
- Completed 70 lessons including 28 live sessions to enhance a professional knowledge and understanding of the industry.
- Participated in livestream conversations and workshops with industry leaders, completed weekly assessments, daily post-class assignments, and engaged with fellow participants through discussion boards.

INTERN, WRITER

California State University, Northridge | 01/2020 - 05/2020

- Wrote early drafts on technology adoption in K-12. after collecting data reports involving the lack of privacy among younger students.
- Examined insights and the implementation of programs in the EdTech industry and reported back to the Doctor and founder of the NSF grant team.
- Developed social media concepts for the team.

SERVICE SUPPORT SPECIALIST

Toyota of Glendale | 2014 - 2015

- Assisted 150+ daily customers with service needs.
- Processed car updates and served as the liaison between service advisors, customers, and management.
- Coordinated with technicians on status & open work orders.