

# FRANK ANTHONY ZAPATA

COPYWRITER

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## WORK EXPERIENCE

### COPYWRITER

CONILL ADVERTISING | OCT 2024 - PRESENT

- Ideate, pitch, develop, and write copy across all 360° campaign touchpoints from concept to completion.
- CLIENTS: BURGER KING, MEXICAN NATIONAL TEAM (MNT)

### COPYWRITER

TelevisaUnivision | 02/2022 -OCT 2024

- Ideate, pitch, develop, and write copy across all 360° campaign touchpoints from concept to completion.
- Stay current with industry best practices, emerging trends, and technological advancements in AI tools such as ChatGPT and Gamma.
- CLIENTS INCLUDE: MCDONALD'S, FORD, SOCAL TOYOTA, COPA AMERICA, GOLD CUP, FLEX ALERT, 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.

### PARTICIPANT, THE EXCELLENCE PROGRAM

Endeavor | 2021

- Chosen as a top candidate for the Resume Book program aimed 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.

## EDUCATION

### BACHELOR OF SCIENCE: MARKETING

2020

California State University,  
Northridge

### COPYWRITING

2020 - 2021

The Book Shop -  
School for Ads

### DIGITAL MARKETING

2022

Yale School Of Management  
Executive Education

## SKILLS

- Copywriting
- Spanish (Fluent)
- Campaign Development
- Branding & Messaging
- Marketing
- Microsoft Office Suite
- Google Workspace
- Social Media
- Report Preparation
- Final Cut Pro
- Public Speaking
- YouTube

## AWARDS

2022 One Show  
Young Ones Brief Gold Pencil  
- Integrated

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