



# JUDITH HERNANDEZ

Eager junior copy editor with nearly two years of experience in an editorial position, optimizing digital content across web and social media platforms. Quick learner who excels in refining web content to meet the expectations of leadership. Equipped with a Google Analytics Certification, a bachelor's degree in English, and an in-depth understanding of SEO practices.



## KEY SKILLS

- Attention to detail
- Content management
- Copy editing and proofreading
- Creative thinking
- Effective communication
- SEO optimization



## EDUCATION

Bachelor of Arts (B.A.) in English | Columbia University, New York, NY  
June 2023



## PROFESSIONAL EXPERIENCE

### Junior Copy Editor

Adobe Systems, San Jose, CA | July 2023 – present

- Edit and optimize approximately 3,000 words per day to improve content readability
- Ensure all marketing materials and web content meet Adobe's standards, the company style guide, and AP style best practices
- Collaborate with 25 content creators each week by providing constructive feedback and editorial support
- Maintain a high level of detail and accuracy in a deadline-driven, fast-paced environment
- Increased web traffic by 10% in 2023 with the redesign and optimization of Adobe's website metadata

### Editorial Intern

Columbia Journalism Review, New York, NY | January 2023 – June 2023

- Supported the editorial process for over 50 feature articles during internship period
- Maintained and updated the publication's content archives for reference and research purposes
- Helped increase Columbia's X platform followers by 5,000 through a targeted active engagement campaign
- Collaborated with 20 different journalists, editors, and experts on content contributions



## CERTIFICATIONS

- Google Analytics Certification, Google, 2023