Brenna Cuba

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EXPERIENCE

Contract Concept Writer, Simpleshow, March 2020 – 2026

- Research, write and storyboard scripts for explainer videos for a range of corporate clients including but not limited to: Amazon Web Services, NetApp, Proctor & Gamble, XPO Logistics, Allergan, AbbVie, Colgate, McDonald's and Mastercard
- Work with animators and illustrators to create content in Simpleshow's signature style
- Write B2B posts, draft video scripts and craft social media messaging for Simpleshow's own marketing efforts

Copywriter, Marketing/Communications, Miami Dade College, Aug. 2017 – Feb. 2020

- Wrote and produced farewell commencement/social media video and online teasers for outgoing MDC president Dr. Eduardo J. Padrón, which increased engagement across all social media channels
- Wrote and produced authentically voiced testimonial videos featuring recent graduates for MDC's Honors College recruitment campaign
- Wrote and produced videos to encourage student engagement with MDC social media with mascot Finn
- Researched and wrote articles and planned accompanying photography to promote the College's mission and programs for national newsletter tabloid published five times/year
- Crafted copy for a wide range of clients throughout the College from the president, provosts and deans to department chairs and theatre ensembles that covered everything from events and programs to recruitment, branding and initiatives for a wide range of print and digital collaterals
- Edited various content produced within our department and from outside contractors for correctness and consistency with College standards

Freelance Editor/Public Relations Manager, Ginsburg Enterprises, Aug. 2014 – Nov. 2015

- Trained new writers in script writing for the Mr. Food Test Kitchen
- Edited front matter and recipe pages for the *Mr. Food Test Kitchen – Wheel of Fortune Collectible Cookbook*
- Worked directly with the Wheel of Fortune® public relations team to create and coordinate promotional efforts and materials, including book teaser videos, press releases and on-air promotions

Freelance Writer, JES Publishing, Jan. 2013 – Aug. 2014

- Planned, researched and wrote the fashion department for *Boca Raton* magazine
- Collected and organized products for photography
- Wrote articles for the custom magazine for the Boca Raton Resort & Club, *Mizner's Dream*

Food Writer/Editor, Ginsburg Enterprises, Dec. 2012 – Dec. 2013

- Planned, researched and wrote scripts for the Mr. Food Test Kitchen, a nationally syndicated cooking segment airing weekdays in more than 120 markets with more than 3 million viewers nationwide
- Oversaw production schedule of tapings and show air dates to guarantee on-time distribution through CBS
- Ran teleprompter on set during tapings and worked with director and on-air talent for on-the-fly edits to scripts
- Coordinated on-location shoots
- Ghostwrote articles for trade publications to promote brand
- Wrote promotional copy for Mr. Food Test Kitchen products, cookbooks and company press releases

Special Projects Editor, Sandow Media, Oct. 2010 – Sept. 2012

- Researched, wrote, edited, updated and reviewed with a medical advisory board the content of all *NewBeauty* regional sections, including ads and advertorial profiles featuring partnering doctors and the cosmetic surgery procedures they perform (with seven regions, this amounted to more than 160 pages of content per issue representing millions of dollars in ad revenue for the company annually)
- Contributed treatment and surgery-related posts to NewBeauty's blog, DailyBeauty.com
- Created content for sections for clients, including high-profile doctors and pharmaceutical companies
- Helped develop content for NewBeauty's "Experts" website, launched in 2012

- Used Adobe® InDesign™ and InCopy™ to edit layouts efficiently

Deputy Editor, Sandow Media, March 2010 – Oct. 2010
- Contributed ideas, researched and wrote articles for various national publications under the Sandow Media umbrella, including *Worth*, *NewBeauty*, *Watch Journal*, and *SpaFinder* (primary focus: lifestyle section of *Worth*)
- Reviewed proofs of editorial and advertorial content for *Worth*, *NewBeauty* and *SpaFinder* magazines
- Updated new content on worth.com daily and resized photos in Adobe® Photoshop™ to optimize for web

Freelance Writer, Fort Lauderdale, June 2008 – Feb. 2010
- Contributing writer and health department editor for *Boca Raton* magazine
- Contributing writer for *Mizner's Dream,* the in-room publication for the Boca Raton Resort & Club
- Contributing writer for the national business magazine *Success*

Assistant Editor, JES Publishing, Aug. 2004 – May 2008
- Contributed ideas, researched and wrote articles (ranging in topic from local people of note and trends to food and travel) for *Boca Raton*, named Best Overall Magazine by the Florida Magazine Association in 2005, 2006 and 2008
- Researched and developed stories on a variety of health topics for my award-winning department, "Body & Soul"
- Edited and proofed *Florida Table*, a culinary magazine launched in 2007 and named Best New Magazine by the FMA, and several custom publications, including *Worth Avenue* and *Mizner's Dream*
- Contributed ideas for layout design and original photography
- Organized photo shoots and selected items for several product stories, including themed gift guides

Staff Writer, *Boca Raton News*, June 2004 – Aug. 2004
- Researched and developed community stories and profiles for small daily newspaper

Stringer, *The Gainesville Sun*, Sept. 2003 – May 2004
- Researched and wrote articles as a freelance contributor for the features department, focusing mainly on local profiles for a 50,000+ circulation daily newspaper

EDUCATION

University of Florida, June 2000 – May 2004
Degree: B.S. in journalism