

BEA ROSABAL

Senior Bilingual Copywriter | Brand Storyteller | Editor

Miami, FL | Open to Remote, Hybrid & On-Site Opportunities

[LinkedIn](#) | [Portfolio](#) | rosabal@mac.com

CORE STRENGTHS

Creative Concepting • Copywriting • Brand Storytelling • Campaign Development • Content Strategy • Editing • Brand Voice • Social Media • Customer Relationship Management • Localization • Transcreation • English/Spanish Communications

PROFESSIONAL SUMMARY

- Senior copywriter with 15+ years of experience across travel, technology, healthcare, and consumer marketing.
- Creates compelling campaigns, brand messaging, and customer communications in English and Spanish.
- Combines creative thinking, strategic storytelling, and meticulous editing to help brands connect with their audiences.
- Pairs AI-assisted ideation and drafting with senior editorial judgment — using the tools to move faster without surrendering voice, taste, or point of view.

EXPERIENCE

Senior Copywriter

Norwegian Cruise Line | July 2024-May 2026 | Full-time

- Developed campaign, brand, and customer-facing content across digital, social, CRM, print, and onboard channels.
- Helped bring major brand initiatives to life through copywriting, editing, localization, and transcreation.
- Partnered with creative, marketing, and cross-functional teams to develop compelling guest communications across English and Spanish markets.

Senior Communications Specialist

AvMed | December 2023-March 2024 | Contract

- Created and edited marketing, member, and customer communications across digital channels.
- Supported campaigns, newsletters, and stakeholder communications for one of Florida's leading health plans.
- Partnered with cross-functional teams to develop clear, audience-focused messaging aligned with brand standards.

Spanish Copy Editor & Localization Specialist

Apple (through Hogarth Worldwide) | July 2023-October 2023 | Contract

- Edited and localized Apple Watch and iPhone marketing content for the U.S. Hispanic market.

- Adapted messaging through localization and transcreation while preserving Apple's distinctive voice and editorial standards.
- Ensured linguistic accuracy, cultural relevance, and consistency across high-visibility consumer marketing campaigns.

Independent Senior Copywriter & Editor

Self-employed | 2016-2023

- Partnered with agencies and brands to develop marketing campaigns, brand messaging, digital content, and bilingual communications.
- Provided copywriting, editing, localization, and transcreation services across healthcare, technology, retail, travel, and consumer marketing categories.
- Helped clients strengthen brand voice, improve messaging, and create culturally relevant content for English- and Spanish-speaking audiences.

Bilingual Copy Editor & Translator

Baptist Health South Florida | 2021-2023 | Contract

- Edited, translated, and localized consumer-facing content for English- and Spanish-speaking audiences.
- Ensured accuracy, clarity, and consistency across healthcare communications and marketing materials.

Lead Bilingual Copy Editor & Language Specialist

Marca Miami Advertising Agency | 2013–2016 | Full-time

- Led quality control for Spanish-language advertising and marketing content across agency accounts.
- Reviewed digital, print, broadcast, web, and campaign content for linguistic accuracy, cultural relevance, and brand consistency.
- Supported brands including H&R Block, DISHLATINO, NASCAR, and Subway through translation, transcreation, adaptation, and backtranslation.

EDUCATION

Bachelor of Fine Arts (BFA), Advertising
Pratt Institute

LANGUAGES

English (Native/Professional Fluency)
Spanish (Native/Professional Fluency)