

# BERNADETTE M. MARTINEZ

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## CONTENT WRITER | STORYTELLER | COPYWRITER

B2B Communications | B2C Messaging | Internal Communications | Team and Customer Relationship Building

*Leveraging AI tools to create marketing strategies, narratives, & brand stories that captivate audiences.*

Enhanced customer interaction ★ Optimized operational efficiency ★ Streamlined content creation

Experienced in writing, content creation, and editing across diverse fields, with a strong focus on technical and creative writing, copywriting, and communications strategy. Enhancing customer experience through effective communication and innovative content development.

## CAREER HIGHLIGHTS

- 🏗️ **Boost Mobile Chatbot Optimization:** Managed and enhanced chatbot functionality, reducing support inquiries.
- 🧠 **Developed Comprehensive Training Programs:** Created self-guided PDs and trained staff on G-Suite transition, improving efficiency.
- 📊 **Achieved Significant Educational Gains:** Administered ELD curriculum, resulting in notable student performance improvements.

Copywriting | Technical writing | Content creation | Creative writing | Narrative design | Story development | Storytelling | Copy editing  
On-Page SEO | Off-Page SEO | Marketing | Social media | Relationship building

*Software knowledge:* Microsoft Office Suite, Google Suite, SharePoint, WordPress, Canva, Adobe Creative Suite, Adobe Photoshop, Adobe Acrobat, Adobe Experience Manager (AEM), InVision, Figma, Miro, Hive, Notion, Asana, Responsys, draw.io, CMS, ChatGPT, Gemini

## PORTFOLIO

### [WhoNeedsMinions.com](https://www.whoneedsminions.com)

Creative writing, content creation, copywriting & marketing, technical writing, blog posts

### [Medium.com/@BMMartinezWrite](https://medium.com/@BMMartinezWrite)

Content creation, articles

## PROFESSIONAL EXPERIENCE

Dish – Denver, CO

August 2022 – Present

### **Chatbot Optimization Product Manager** (December 2023 – Present)

Maintain and update Boost Mobile chatbot functionality, including customer routing and information paths/flows, resulting in a 27% increase in accurate customer resolutions.

- ◆ Develop clear and concise information flows for the chatbot, leading to a 12% reduction in customer support inquiries and enhancing user experience.
- ◆ Collaborate with stakeholders to identify and implement product updates, ensuring continuous improvement of the chatbot and meeting evolving customer needs, reflected in a 4% increase in customer satisfaction scores.

### **Customer Care Copywriter** (August 2022 – December 2023)

Created and maintained [Boost Mobile](#) and [Boost Infinite](#) FAQ information and processes, resulting in a 58% improvement in customer self-service rates and a 34% reduction in contact rates.

- ◆ Developed a consistent brand voice and methods to improve customer experience and clarity of information, increasing customer satisfaction scores by 7%.
- ◆ Outlined, scripted, and approved agent- and customer-facing tutorial videos, leading to a 35% increase in training efficiency and a 20% reduction in customer service training time.
- ◆ Created and maintained an internal team Google site, including team bios and contact lists for the company and partners, enhancing team collaboration and information accessibility by 35%.

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**Dr. Martin Luther King, Jr. Early College – Denver, CO****November 2018 – July 2021****Teacher Technology Specialist** (*August 2019 – July 2021*)

Streamlined tech integration and troubleshooting, developed self-guided PD resources, and led the transition from Microsoft to G-Suite.

- ◆ Created a library of self-guided professional development materials for staff, including video, slideshow, and print formats, resulting in a 40% increase in staff competency with technology tools.
- ◆ Provided troubleshooting and support for Microsoft Office, Google, Infinite Campus, Schoology, and student-facing online learning applications, resolving 90% of issues within 2 hours.

**English Language Teacher** (*November 2018 – July 2021*)

Developed ELD curriculum, created online learning solutions during COVID-19, mentored new teachers, and spearheaded student clubs.

- ◆ Developed level- and age-appropriate ELD curriculum and administered daily lessons to approximately 80 middle school students (20 newcomers, 60 intermediate to advanced), resulting in a 30% gain in 2019 – 2020 ACCESS scores.
- ◆ Mentored three new-to-school and first-year teachers, providing guidance and support to improve teaching effectiveness and integration into the school community.
- ◆ Started and managed a D&D Club and a Creative Writing Club, fostering creativity and providing extracurricular engagement for 60 students across grades 6 – 12.

**Leidos, Inc. (US Department of Energy Office of Legacy Management) – Denver, CO****July 2016 – November 2018****Document Formatting Specialist**

Revamped department SharePoint for streamlined information access, implemented efficient document tracking, created training resources, managed a library of over 300 forms, and edited company communications.

- ◆ Redesigned department intranet and team SharePoint pages, resulting in a 75% increase in user engagement and a 50% reduction in time spent searching for information.
- ◆ Built and maintained a user-friendly SharePoint library to house over 300 migrated forms and worksheets, reducing form retrieval time by 80% and increasing user satisfaction by 90%. Developed [multi-department tutorials](#) for navigating and searching the new library and completing forms, resulting in a 60% reduction in user support requests.

**EARLY CAREER**

E. Bo Young Talking Club – Nowon, South Korea

3 years

**ESL Teacher**

YBM ECC – Namyangju, South Korea

1 year

**ESL Teacher**

SoftRock, Inc. – Orlando, FL

1 year

**Copywriter, Copyeditor**

AON/Hewitt – Orlando, FL

5 years

**Senior Customer Service Representative****EDUCATION**

Full Sail University

**Master of Fine Arts (MFA) – Creative Writing**

Creative Writing Club Vice-President, Social Media Manager

*Course Director Awards:* Writing for Film & Animation, Writing for Games, Business of Creative Writing

University of Central Florida

**Bachelor of Arts (BA) – Legal Studies**

Additional coursework concentration in Advertising / Public Relations

*Certification:* 120-hour TEFL certification (i-to-i TEFL)