



CONTACT

- 📍 Houston, TX
- 📞 281-299-6893
- ✉️ waynebabineaux.writer@gmail.com
- 🌐 [Website](#)
- 🌐 [LinkedIn](#)

SKILLS

Social media copywriting & content creation

Web sales copywriting

SEO copywriting

Social media management: Instagram, Facebook, TikTok, YouTube

Brand development and strategy

Social media calendar planning: Later.com

Basic graphic design: Canva

Video editing: Adobe Premiere Pro, CapCut

Audio creation/editing: Ableton Live

Web design: Wix, SquareSpace, Bandzoogle

LANGUAGES

- English (native speaker)
- Spanish (fluent, professional)

WAYNE BABINEAUX

CREATIVE DIGITAL MARKETER

Slay the competition with bold, creative content that perfectly communicates your brand. I can bring pizzazz, class, and a little bit of sass to your social media, email marketing, website, SEO blog content, and more!

CERTIFICATIONS & TRAINING

Google Digital Marketing & E-Commerce Certification

Google Career Certification | Coursera | Oct-Dec 2024

- Created multichannel digital marketing plans to reach specific target audiences
- Optimized web content for SEO, SEM, and Google Ads
- Created social media campaigns to increase brand awareness on Instagram, TikTok, Facebook, X, YouTube, and more
- Created and executed email marketing campaigns using Mailchimp and Hubspot

Interact with Customers on Social Media

Google Career Certification | Coursera | Oct-Dec 2024

- Wrote compelling social media copy using unique brand voice
- Ran paid social campaigns on Instagram, Facebook, and TikTok
- Used social media calendar apps to schedule posts (Later, Hootsuite)
- Used social media analytics to measure campaign success and inform future campaigns

The Complete Copywriting Course

Tamsin Henderson | Udemy | Oct-Dec 2024

- Translated product features into unique selling points
- Crafted copy to appeal to specific customer personas and target audiences
- Wrote effective headlines that grab users' attention

EXPERIENCE

Freelance Digital Marketer

Independent Music | Remote | 2021-Present

- Created and posted engaging content on Instagram, TikTok, Facebook, and YouTube to promote music and live entertainment events
- Managed email newsletter campaigns using Mailchimp
- Built and updated official website and ecommerce store using Bandzoogle
- Executed paid social strategies on Facebook, Instagram, and TikTok

EDUCATION

Fordham University | B.A. in Theatre, Economics minor

New York, NY | August 2016 - May 2020 | Summa cum laude

- Analyzed and wrote scripts and dramatic texts
- Developed character personas using research
- Produced creative multimedia works in collaboration with team
- President/Secretary of Fordham Songwriting Club: managed social media and email newsletter