



Portfolio

Abril Romero

Senior Copywriter | Social Media & Storytelling

About me

Copywriter and storyteller with over 10 years of experience creating and teaching copywriting for a wide range of projects and clients, **from independent professionals to Netflix.** I also hold a degree in psychology, though I rarely use it.

I started blogging back in the Blogspot era and gradually **built my own space on the internet.** One article led to another, until I decided to create space in the physical world as well and self-published **my first book, Niñxs de los noventa.**

I am currently writing my second book and **offering specialized blogging and copywriting services.**



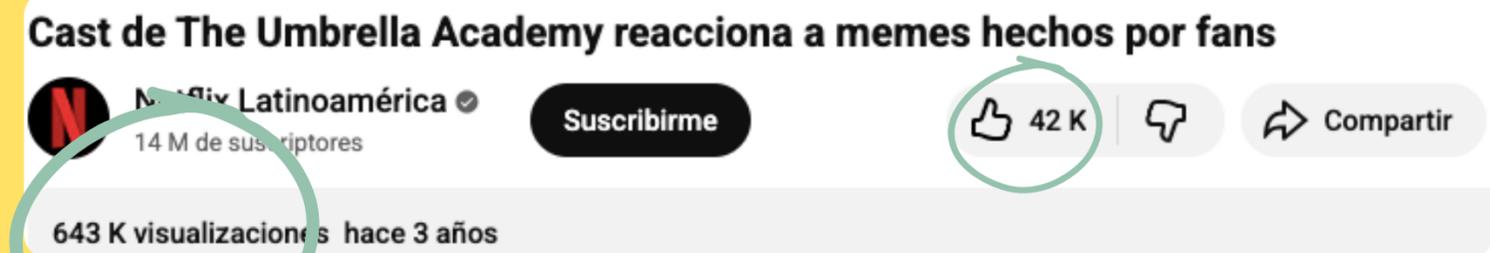
The Meme Academy

Creative Concept and Script

Challenge: Create engagement and **culturally relevant content for Latin America** with the cast of The Umbrella Academy.

Creative Process: Considering that TUA is a highly beloved and anticipated title among Latin American fans, **we curated a selection of memes** that reflected our culture **and invited the cast to react to them.**

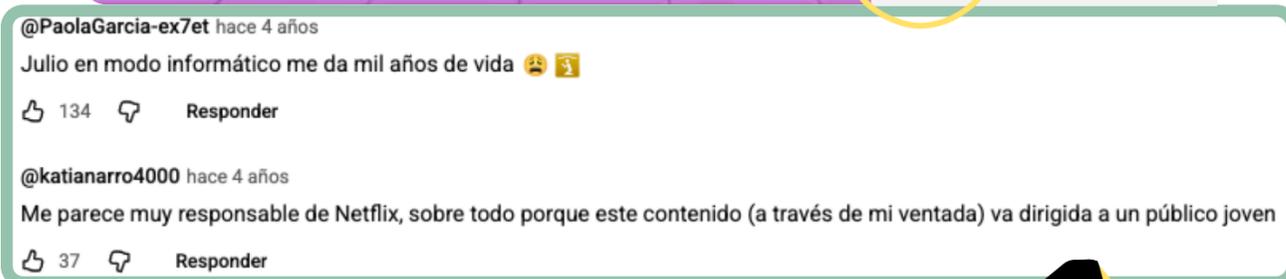
Achievements: The video **reached over 600K views** on YouTube alone, generated highly positive conversation, and **was organically shared by multiple fan pages.**



¡EL CAST VE NUESTROS MEMES! Estamos muy orgullosos de comunicarles que hoy Netflix Latinoamérica subió a su canal de YouTub...

Julio Peña Steals Your Heart, Not Your Wi-Fi

Creative Concept and Script



Challenge: Create a **value-driven concept** for audience crush Julio Peña to promote the premiere of the film based on the Wattpad phenomenon “A través de mi ventana”.

Creative Process: Starting from the film’s premise (where a boy steals his neighbor’s Wi-Fi to win her over), we created a quick cybersecurity guide to prevent cyberattacks, explained by Julio Peña.

Extra Challenge: After hearing the proposal, the client loved the idea and requested that we deliver the script in **under two hours** so it could be produced ASAP.

Achievements: over 71K views on Youtube and generated highly positive conversation, **turning a red flag from the title into a brand win.**

Belinda, Motomami Style

Creative Concept and Script

Challenge: Generate awareness for “Bienvenidos al Edén,” a new Spanish TV show, leveraging a **culturally relevant talent in Mexico and Latin America: Belinda.**

Creative Process: When this proposal was developed, **Motomami by Rosalía was trending**, especially the song “ABCDEFGH.” We used this context to create **Belinda’s alphabet**, incorporating footage from “Bienvenidos al Edén” and using each letter to **highlight her most iconic moments** in pop culture.

Achievements: The video generated highly positive conversation among “Belifans,” who recognized each of her moments. The content became so conversational that **Belinda shared it on her Facebook page**, and media outlets published coverage about it.



Belinda ya tiene su “Abcdefg” como Rosalía (VIDEO)

Belinda tiene su propio abecedario donde la G es de “ganando como siempre”.

Us / You

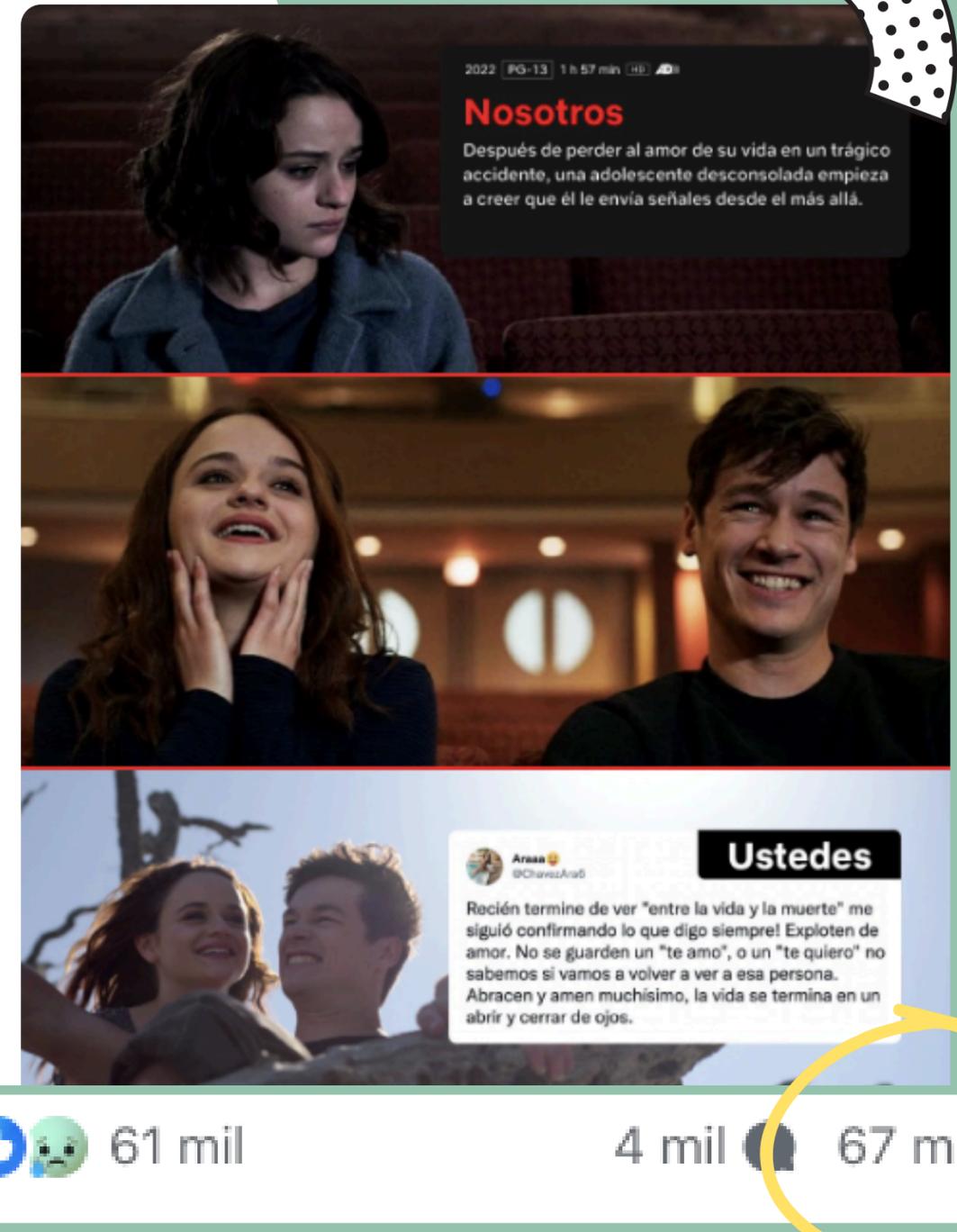
New Format Concept Development

Challenge: Generate awareness for “The In Between,” a **new film that audiences did not expect or anticipate.**

Creative Process: Social media conversations were analyzed, revealing that **audience comments/reviews about “The In Between” were far more engaging and emotional** than the description available on the Netflix platform.

A format was created to compare what the platform said (us) with a real, emotional audience comment (you). A triptych format was used to showcase the film’s **most emotional scenes** and the face of Joey King, the lead actress and a talent recognized by Netflix audiences.

Achievements: Reached **10 million accounts**, achieved very high engagement, generating more shares than likes and a powerful organic conversation that led to **word-of-mouth recommendations.** “Us/You” became a **highly effective format** for recommending new titles.



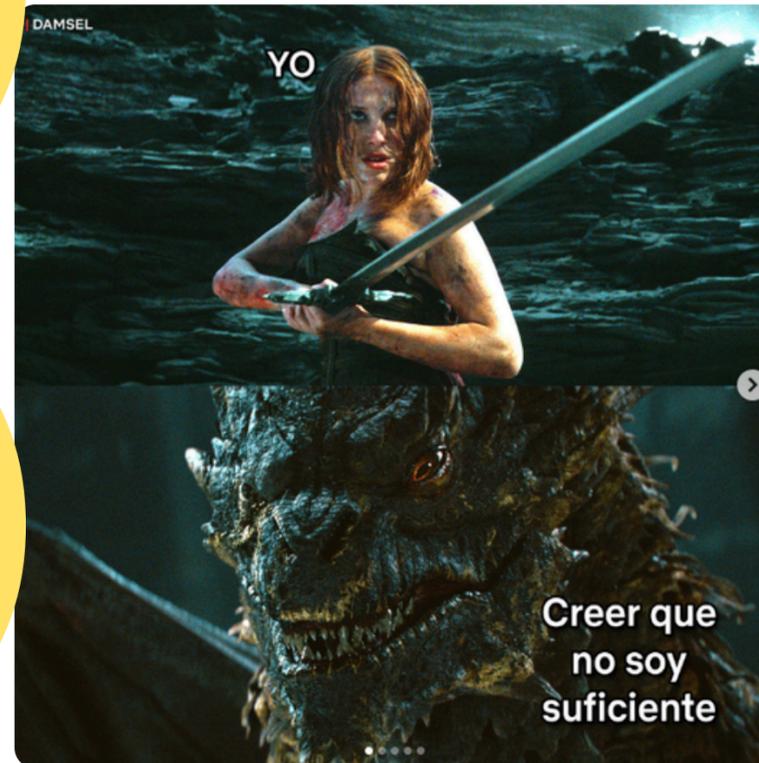
Me vs. My Dragon

Concept and Creative Direction

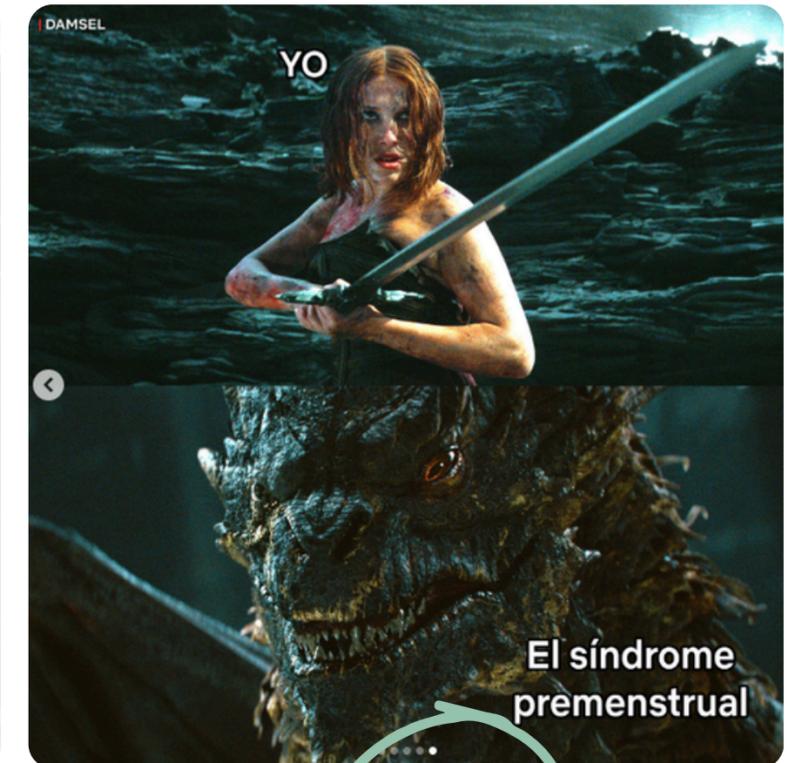
Challenge: Generate **gender-perspective content** for "Damsel," a teen film about female empowerment.

Creative Process: The film's premise (a damsel facing a dragon) inspired the creation of content that resonated with the emotions of many women, through **emotional, direct, and honest copy.**

Achievements: Generated over 140K reactions on Instagram and **created a safe space where audiences felt represented** and shared their own experiences.



victoria._.carolina 100w
Mi dragón, ansiedad y depresión,
tal vez simplemente tenga que
convivir con ellas para siempre



miaesminombre 100w
Películón mi dragón es pensar
que no soy suficiente.. pero voy
luchando 🙌🙌🙌❤️

Niñxs de los noventa

Authorship, Concept, and Creative Direction

Challenge: Write, publish, promote, and distribute an illustrated essay book **completely independently**.

Creative Process: After selecting the essays that would be part of the compilation, **I built and led a team** of editors, illustrators, and editorial designers to create a printed edition that reflected the nostalgic and rebellious spirit of the book.

Achievements: To date, over 400 copies have been sold. In 2025, **a second edition was printed**, and I am currently implementing a content strategy on **TikTok** and **Instagram** to grow my reader community.



Thank you

I'm excited to collaborate together.



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