

Gabriel N Elizondo

Copywriter | Content Strategist | Storyteller



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Chicago, IL + Remote

Gabriel N Elizondo - Copywriter | Content Strategist | Storyteller

Education

Bachelor of Arts (B.A.) in Professional Writing, Cultural Studies in Literature Certification - Central Washington University, Ellensburg, WA - Summa Cum Laude

Associate of Arts (A.A.) in Brand Development & Strategy - Lone Star University, Houston, TX

Skills

Core Competencies: Storytelling, Content Strategy, SEO, Copywriting, Brand Strategy, Digital Marketing, Content Marketing, Content Calendars, Audience Analysis, Creative Direction, Communications, Editing, Proofreading, AI LLM Prompt Optimization, AI Production and Curation, AI Dataset Training

Platforms and Tools

SEO: Semrush, Google Analytics

Project Management: monday.com, Whimsical

Social Media: Hootsuite, SproutSocial, Meta Ads, TikTok, LinkedIn, Canva

Production Media

Microsoft Office, G-Suite, Adobe CS - InDesign, Illustrator, Photoshop, Premiere Pro

Client Management

Salesforce, JIRA, Helpdesk

Workflow

Typeform, LucidChart

Web Development/Publication

Substack, Webflow

AI Platforms

ChatGPT, Claude, Gemini, Sora



GABRIEL N ELIZONDO

I am a storyteller, copywriter, and content strategist with over 10 years of national in-house branding and agency experience.

From writing critically acclaimed publications on neuroscience in business and crafting experiential branding for international logistics brands to writing and supervising full-length ad spots, my discerning and critical eye for clear messaging consistently delivers brand value and results.

“We’re all just stories in the end. Just make it a good one.”

- The Doctor



Editorial Writing

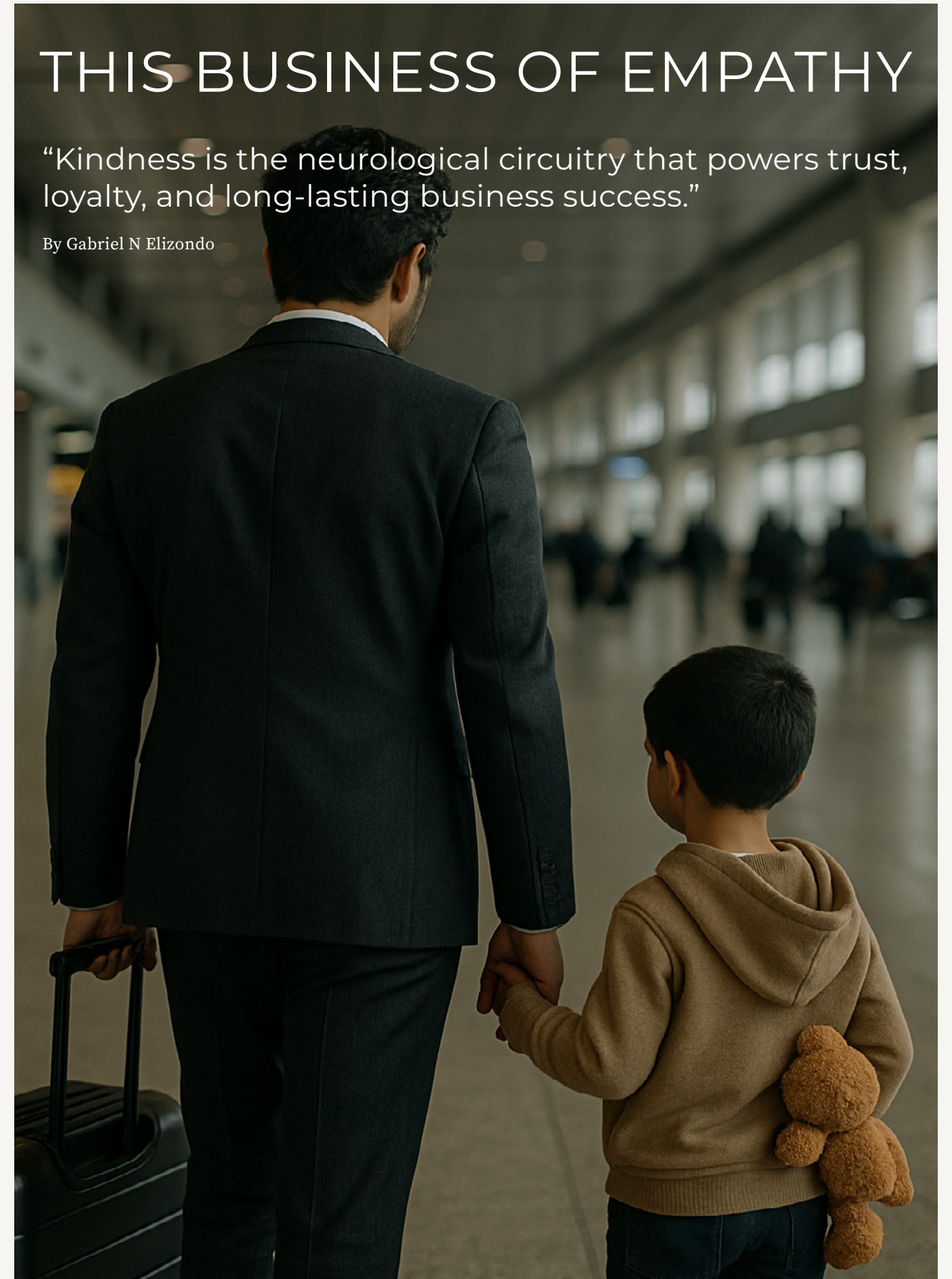
Services Provided

- Article topic ideation
- Scientific and Academic Research
- Outline and Article Structure
- Writing / Editing

THIS BUSINESS OF EMPATHY

“Kindness is the neurological circuitry that powers trust, loyalty, and long-lasting business success.”

By Gabriel N Elizondo



“Strictly speaking in a biological sense, what incentive does one human have to consider the survival of a stranger that might be a threat?”

I was waiting for my flight out of JFK airport after closing a major contract with a fashion label in New York City.

It was evening, storming like crazy, and my flight was delayed for six hours. Sitting by the kiosk full of “I <3 NYC” keychains, I noticed a young boy, perhaps four or five years old, standing by himself near the tram station. Having a son around the same age at the time, I kept my eye on the boy and waited for his parents to collect him. Twenty minutes went by and he had not left the spot. Another fifteen minutes passed, and that’s when I decided to walk over and see if he needed help. He looked up at me and began to speak farsi.

I don’t speak farsi. I look like I would but I don’t.

I watched my scheduled plane depart with my luggage and began the search for airport security. Seven hours later, myself, and the kiosk manager (who spoke farsi) saw the boy reunited with his parents. The father of the boy hugged me, then promptly offered a thousand dollars cash as a thank you for helping his five year old son. I refused the offer, smiled, then ran to my gate, preparing for another three hour wait for my luggage in Houston.

Why did I refuse the money?

It wasn’t necessary. For most of us, helping lost children is not up for debate. It is an unspoken social pact of human nature powered by empathy and delivered by free will. A social pact of human kindness.

Social pacts are the core foundation of our survival. They define expectations, are often unspoken, and play major roles in every aspect of our lives. In terms of business, social pacts take the form of Core Values: clearly defined priorities in which a brand must abide to keep their brand purpose, and ensure everyone goes home happy.

It Takes a Village to Make a Home

Empathy is a powerful and necessary component to the human experience. It is our ability to understand another individual by placing ourselves within their circumstances to elicit a deeper emotional, cognitive, and physical understanding from their perspective.

For example, a physical therapist sits down with their patient listening to their symptoms before standing up and performing the action that creates the pain response in their patient. The physical therapist’s face grimaces as they place themselves inside the mind and body of the patient, imagining the degree of pain their patient experiences. The patient watches, observes the mutual grimace, and feels understood. The physical therapist nods, and sits back down, pain free. No actual pain was experienced in the physical sense, but if we were to watch the physical therapist’s brain activity, we would see specific areas become highly active in the brain as it interprets reality.

We do this instinctively.

Recall a movie that made you weep with the character on screen or remember a TikTok post that made you recoil when the person in the video got hit with a football. The empathetic response had already been activated as you placed yourself in the other person’s mind, body, and experience. The more we actively engage with an individual, the stronger the empathetic response becomes allowing us to contextualize the other person’s experience. It is a feature of our human brain that’s ensured survival since our humble beginning as a species.

Where Empathy Lives in the Brain

The neurological origins of empathy are found in the Mirror Neuron System (MNS) (Rizzolatti & Craighero, 2004). The MNS resides in the inferior frontal gyrus (IFG), the lower part of the precentral gyrus, the rostral part of the inferior parietal lobule (IPL) and the temporal, occipital

and parietal visual areas. These parts of your brain serve your Somatic Nervous System and are responsible for your ability to understand another human is in pain when they wince or is happy when they smile.

The MNS developed as humans evolved in social settings. It allowed us to relate to one another before language arrived to contextualize human behavior.

This is an incredibly important evolutionary step for humans.

It is the MNS that helped us realize the very angry primordial stranger running towards us with a club might not be interested in a hug but more interested in beating us to death. The MNS kicks in, remembers how we felt when we made that angry face while gripping a club, and prompts us to the decisive conclusion: run away to survive.

The MNS also works for the benefit of human connection by identifying positive behaviors among strangers.

A young woman happens to have left her handbag on the chair at a cafe. A young man recovers her handbag, smiles and hands it to her. She smiles back. She thanks him. He adjusts the rolled up sleeves of his button-up, displaying his forearms and clean fingernails. She pushes her hair back behind her ear, exposing her neckline, then toys with her necklace directing his eyes to her collarbone. The MNS identifies engagement behaviors as signals that tell the brain this stranger is not a threat. He leans forward and asks, “What’s your name?”

Perfect Strangers

Anthropologically, empathy has helped us stick around as a species for more than 300,000 years. Each year was filled with evolutionary and sociological lessons that shaped our brain’s Mirror Neuron System, refining each of the following generations to adjust their behaviors to survive a bit longer than their predecessors. Every generation that survived longer meant more people coexisting in the same space. Slowly, early versions of societies emerged from mutually beneficial behaviors in a group.

Evolutionary biologist Robert Trivers solidified

a sociological theory for mutually beneficial social constructs that led to human survival.

Beyond the human familial relationship, the notion of doing good for others seemed counterintuitive. Strictly speaking in a biological sense, what incentive does one human have to consider the survival of a stranger that might be a threat? If the stranger dies, that’s one less threat for the family unit. Trivers theory explains the genetic origins of humankind’s good nature.

Non-related humans living in a social world had begun to realize that killing one another for resources might not be the best way to live long enough to raise a family. Provoking non-related humans may end up being a bad choice on the part of an individual, as that non-related human might have more friends than the individual and may pose a viable threat to their well-being.

Thus, a mutually beneficial agreement with non-related neighbors meant finding oneself in a safe group that would look out for one another, helping create a safe environment to raise their families (Trivers, 1971). This basis of exchange served as the backbone of community social behaviors for thousands of years.

The Genetics of Social Contracts

Another factor that plays a major role in the development of empathy is found at the intersection of anthropological development and evolutionary genetics.

An individual that lives in a mutually beneficial society has greater odds of living longer. Longer life means a higher shot at meeting that special someone and starting a family, possibly with more than two kids. If the children are raised in a safe, mutually beneficial society, they can grow into adults that will then carry on the genetics of their parents, and so on.

Aside from the inherited perks of finding love, having kids, and resting easy knowing its genes were going to be around for another generation, the human brain began to develop another set of biochemical factors as an additional existential insurance policy: every time an individual’s Mirror Neuron System goes active, empathy occurs for another living being. That

“Empathy leads to a mutual understanding from that living being's perspective, helping two individuals feel better understood.”

empathy leads to a mutual understanding from that living being's perspective, helping two individuals feel better understood.

That mutual understanding reduces anxiety, reducing the threat-instinct response in the amygdala of the brain. Humans know this feeling as “bonding”.

The bonding process is fueled by two chemicals, dopamine and oxytocin, that flood the brain and help the two individuals feel safe (Zak, 2012). Dopamine and oxytocin are responsible for that warm feeling you get when someone else relates to how you feel.

At that moment of connection with someone else, you're not aware of the Mirror Neuron System activating. You don't notice your eyes reading micro movements in the other person's face or your facial muscles positioning your expression in a non-threatening manner. Instead, you simply feel closer to your friend. They nod, you nod, and everyone wins.

Three-hundred thousand years after modern Homo sapiens decided to hangout in groups, society has changed a bit. Modern society has attempted to redefine what it means to enter into a social contract, oftentimes bringing in teams of lawyers, ridiculous fees, and courts in the process. Legal fees aside, it remains simple at the core: we not only need one another to survive, we actively enjoy helping each other benefit from the skills we have obtained in our individual lives.

Yet, none of this process would have occurred without a major tool modern society takes for granted on a daily basis. A tool that requires biochemistry, the human experience, and a mutually beneficial social pact to exist.

Words Are Meaningless

For some readers that topic heading might sound offensive but it is unequivocally true.

As humans explored the nature of meaning,

we created fields of study like philosophy, etymology, psychology, etc. to help explain what we were thinking about. Within those fields, leading experts emerged to help craft our understanding of human communication with theories of meaning and connection.

Prolific Swiss linguist Ferdinand de Saussure founded the field of Linguistic Semiology and posited a system of communication that is made of two simple assertions that defines how language works.

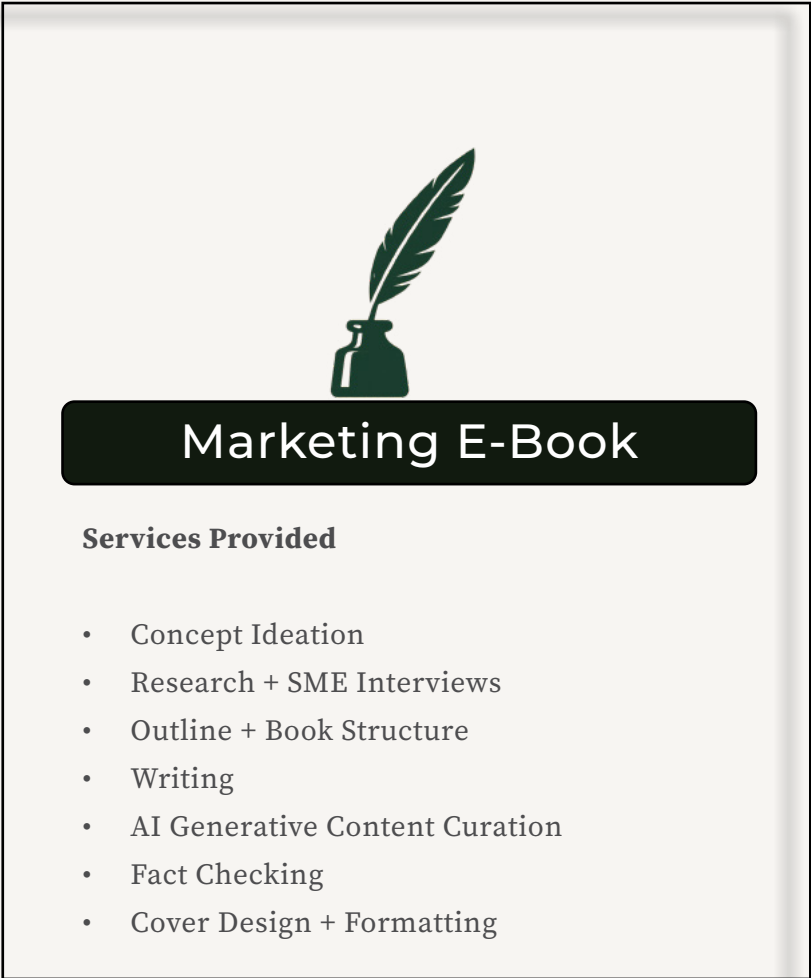
The first assertion states that a word, a combination of letters, has no inherent meaning.

Saussure refers to a single word as the Signifier (Saussure, 1959). For example, the signifier “commitment” is made up of a combination of letters that are simply squiggles on a page (or screen in this case):

C-o-m-m-i-t-m-e-n-t

We can take apart the word and rearrange the letters in random order: “o-m-i-m-t-m-e-c-n-t” and the meaning is entirely lost...

Read the full article at www.crownandcoil.com



Modernizing Your Trucking Website

CHALLENGE
Screenax Marketing, a digital agency specializing in trucking and logistics, needed a way to stand out in an industry that values grit, credibility, and cultural fluency.

Their challenge was twofold: they lacked an authoritative voice in trucking-specific marketing and needed a value-driven lead generator to capture new clients.

APPROACH
I pitched an eBook styled after a 1970s trucking board game that weaves pop culture, trucking history, and modern digital demands into a website marketing guide.

EXECUTION
After thoroughly researching the trucking and logistics industry’s evolution over the last 50 years, I was able to decipher the most prominent era that influenced 21st century trucking. This era coincided with the primary demographic’s childhood years, which served as the basis of a nostalgic but relevant theme to engage with the reader while educating them on digital marketing practices.

RESULTS
The project established Screenax as both a cultural insider and a forward-thinking partner, while generating lasting pride and credibility for the firm.

- A 35% increase in lead generation (Q1)
- \$55 K in new client work
- An evergreen lead magnet for the primary demographic of the firm

THE ULTIMATE GUIDE TO MODERNIZING YOUR TRUCKING WEBSITE



Creating and Maintaining Your Target Audience Profile

Developing a detailed target audience profile is like creating a roadmap to your ideal customer. It involves gathering information about their demographics, business needs, online behavior, and preferences. It is the first step in establishing who your business will serve in the future.

Established businesses benefit from maintaining and updating their target audience profiles throughout their operations. Business evolves over time, and so does your ideal target audience. Being aware of these shifts in client preferences will ensure you stay relevant for their growing business needs.

Creating and maintaining your target audience profile will guide your marketing strategies and help you create a website that effectively attracts and converts the right clients at the right time. After all, if you're having shutter trouble you'll have green stamp issues in the future.

To create a comprehensive target audience profile, consider the following factors.

Demographics

What is the age, location, and industry of your ideal client? Are they located in a specific region or operate nationally? Do they specialize in a particular niche, such as refrigerated trucking or long-haul transportation? How will these factors play a role in their future growth? Identify these factors early on and you will be able to meet their needs every step of the way.



Business Needs and Challenges

What are the primary needs and challenges of your target audience? Are they struggling to find qualified drivers, manage logistics efficiently, or keep up with industry regulations? How can those needs and challenges create opportunities for you to help their business grow? Profitable solutions are shaped with a proactive effort in meeting the needs and challenges of your client before the competition does.



Goals and Aspirations

What are the goals and aspirations of your ideal client? Are they looking to expand their fleet, increase their service offerings, or improve their brand reputation? What is the scope of these aspirations? Identifying your client's future goals and aspirations informs you on their needs. As they take their next step in business, you'll be there offering exactly what they need to keep moving forward.



Website Development

Services Provided

- Stakeholder + SME Interview
- Content Strategy + Layout
- Information Architecture
- SEO strategy + structural integration
- Site Copy
- Content Management System Integration

Content SEO Strategy + Copywriting

CHALLENGE

A regional client was ready to expand their business with a new, engaging website powered by an SEO-driven structure to capture more visibility in the trucking equipment industry.

APPROACH

I interviewed the brand’s stakeholders and leadership to map their current challenges, business needs, and their intended outcomes from the new site. I crafted a content strategy that integrated the brand’s financial goals with the ability to scale next to their anticipated growth.

EXECUTION

Audit + Goal Assesment: I worked with brand stakeholders to define the brand purpose and goal of their new site as well as the challenges they were facing with their regional expansion.

Research: In depth research was conducted across each industry the client’s brand serves. Regional trends, competitive market factors, and search intent were compiled to create well-defined target demographic personas.

Site Structure + Information Architecture: The site’s foundation and content structure was designed around a customized SEO strategy and User Experience flow that serves the brand’s primary demographic.

Content Creation + Management: Balanced keyword optimization with user experience flow for readability. The site was also integrated with a high-level content management system to scale with the brand’s expanded content.

RESULTS

A CMS-integrated site with clear messaging, optimized page structures, and a scalable SEO foundation.



FIGURE 1.
Wireframe + Sitemap.

Complete Site Layout + Examples

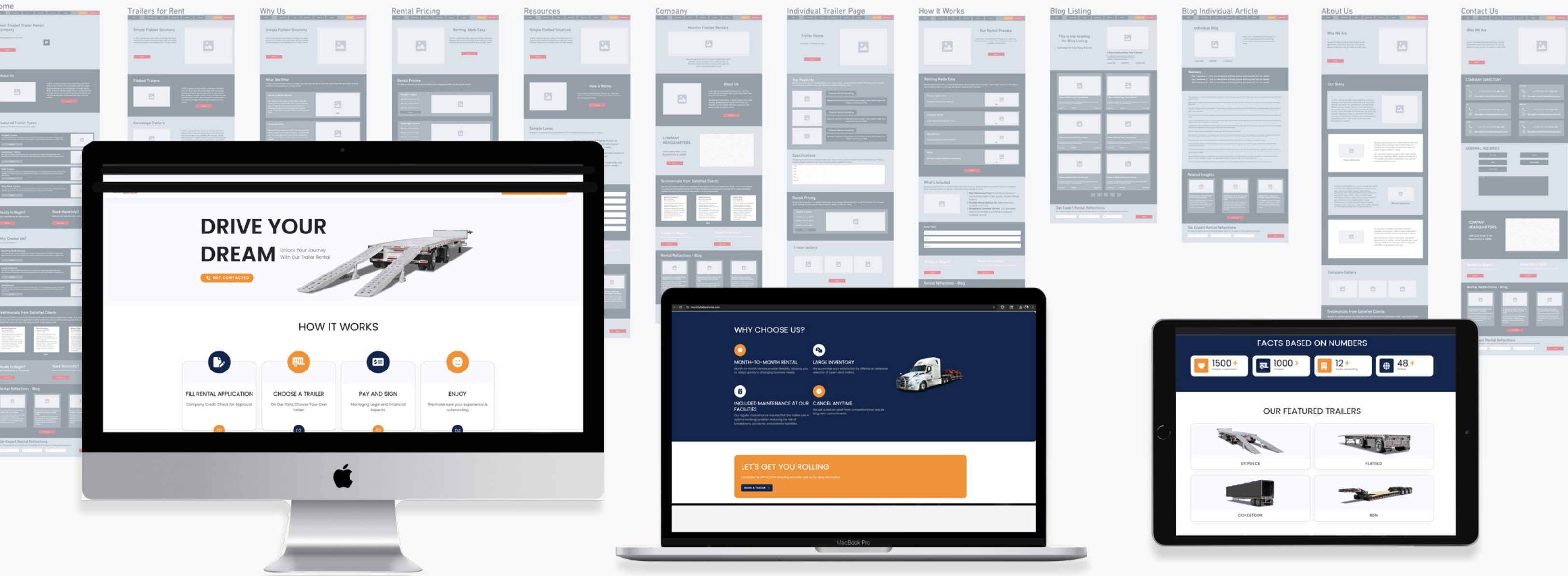



FIGURE 2.
SEO driven copy integrated with rental overview.
Modular cards were created for new services and expanded processes.

FIGURE 3.
Message optimized for scanability with clear iconography.

FIGURE 4.
High-resolution imagery coupled with SEO industry-specific keywords.



Video Ad Spot

Services Provided

- Concept ideation
- Script writing
- Assistant Director
- On-set Script Supervisor

Case Study: Rental Equipment Ad Spot

CHALLENGE
A new leasing division for a logistics equipment company wanted to strengthen their brand’s consumer appeal. In the past, the company had worked exclusively with major vendors and corporate partners but recently entered the private consumer market for equipment rentals. Stakeholders expressed a desire to pivot away from their current brand’s perception as a “truckers only” company and towards a more welcoming, friendly, and personal brand for the day-to-day driver.

APPROACH
The discovery process identified several pain-points private consumers have with the rental processes that the client-company solved with their rental solutions.

I interviewed a variety of logistics sub-hualers, drivers, private contractors, and leasing administrators to identify the real-world experience of leasing equipment.

Client-stakeholders approved my findings and the ad spot went into production.

EXECUTION
The script went into production over the span of three days. I was on site as Script Supervisor and Assistant Director.

RESULTS
The client-company was delighted with the two minute ad-spot. They ran this on their social media channels as well as on streaming platforms in targeted regions across the country.

- An increase in brand awareness in the private consumer market.
- The ad-spot created a new brand perception in their emerging market.
- Additional social media content was created from short-form edits of the ad-spot.

CLIENT
Regional Trucking Client

ROLE
Scriptwriter, Script
Supervisor, Assistant
Director

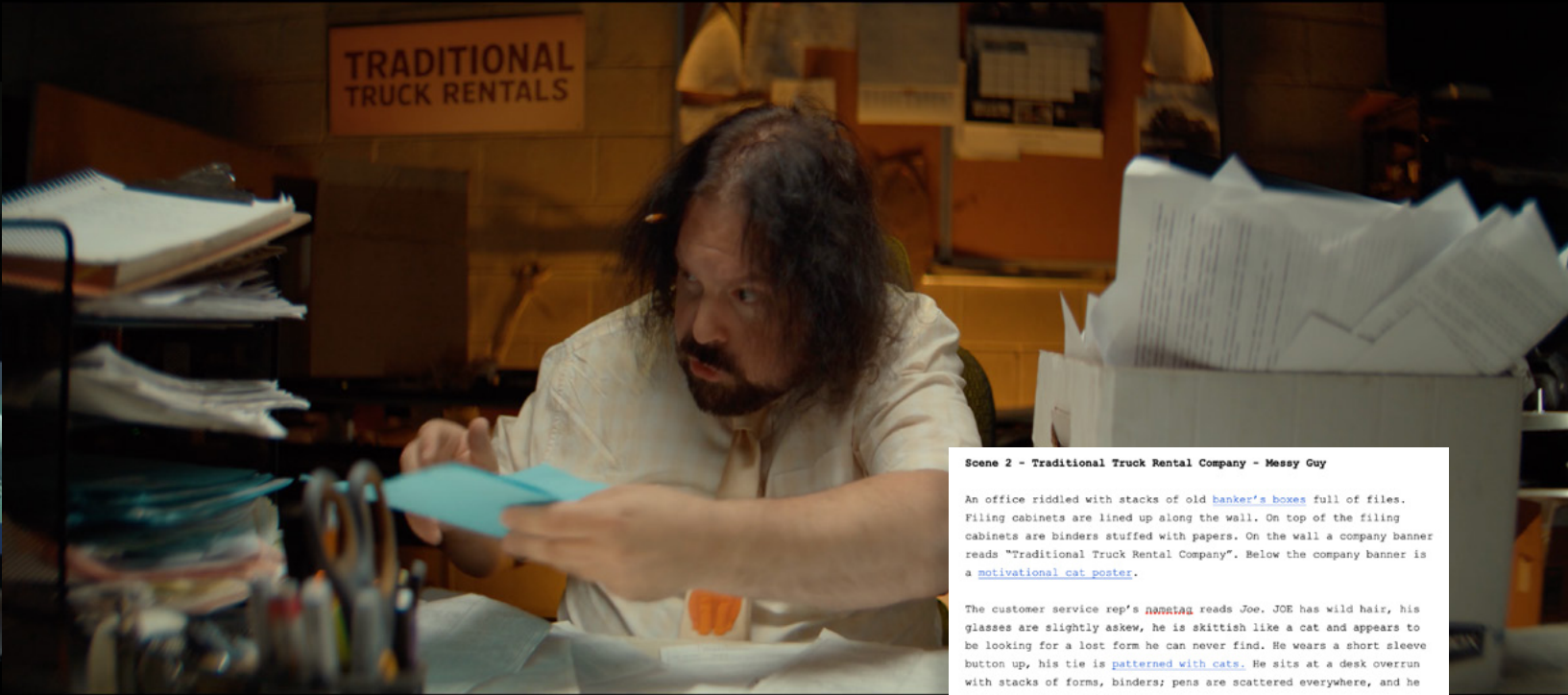
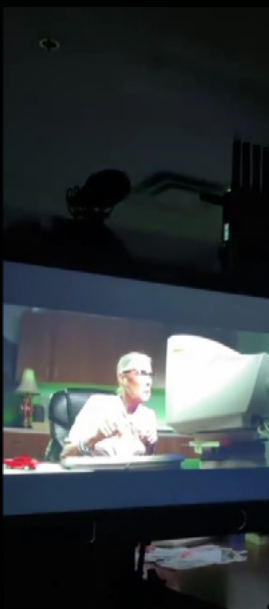
FORMAT
2-minute full length /
30 s. Broadcast / Digital
Spot / 15 s. Cutdowns /
Social Adaptations

PLACEMENT
Streaming platforms,
regional TV, paid social,
YouTube

REGIONS
Illinois / Mid-west / West
Coast



View Full Commercial



Scene 2 - Traditional Truck Rental Company - Messy Guy

An office riddled with stacks of old **banker's boxes** full of files. Filing cabinets are lined up along the wall. On top of the filing cabinets are binders stuffed with papers. On the wall a company banner reads "Traditional Truck Rental Company". Below the company banner is a **motivational cat poster**.

The customer service rep's **name tag** reads Joe. JOE has wild hair, his glasses are slightly askew, he is skittish like a cat and appears to be looking for a lost form he can never find. He wears a short sleeve button up, his tie is **patterned with cats**. He sits at a desk overrun with stacks of forms, binders; pens are scattered everywhere, and he has a pen tucked behind his ear.

"We have another form for you to fill out."



GSC Lease - Ad Spot

Scene 1 - Big Truck Rental Company

A corporate office with a large desk in the center. On the wall, a company banner reads "Big Corporate Truck Rental Company". Behind the desk is a huge man that could be a bodybuilder. He is wearing a button-up shirt that barely fits around his large frame with a skinny black tie. A pair of small reading glasses dangle from a beaded chain around his neck. He sips from a tiny espresso cup. His name tag reads Tim. Across from TIM sits our hero, CLIENT.

TIM
(flat tone)

You're not approved.

"You're not approved."



Scene 3 - Fast Truck Rental Company

An elderly woman sits behind a desk in an old office. On the wall, the company banner reads "Fast Truck Rental Company". In front of her, a keyboard from the late 80's sits connected by a coiled cord to an old computer and cathode ray tube (CRT) monitor. Next to the keyboard sits a **2016 red Chevy Camaro toy**. She wears thick glasses that make her eyes appear cartoonishly large. Her hair is brushed back with a part down the middle, gray and white. Her name tag reads **ELIAGLIA**.

"I don't see you in the system."



Editorial Ads

Services Provided

- Concept / Ideation
- Copywriting



You don't spend hours at the gym just to watch your progress disappear.

Every rep, every set, every drop of sweat is an investment in yourself. But without the right fuel, that investment can slip right through your fingers. The wrong meal—or no meal at all—is the fastest way to lose the gains you've earned.

My Protein Grill is your insurance policy. Our chef-prepared meals, custom shakes, and supplements are designed to protect your progress, locking in muscle and results.

Stop wasting your workouts.

Start preserving your success.



MY
PROTEIN
GRILL

EAT
HEALTHY



SCAN HERE

Scan the QR code to get our menu.

Your journey is far from over.

You know every turn, every shortcut, and you've always been the one to decide the destination.

This is your road, and you're still calling the shots. So when it comes to your cardiovascular health, why would you take a backseat?

Cellulex™ is a proactive choice for those who prefer to stay in the driver's seat. It's a treatment that works with your body to help repair and protect it from the effects of bad cholesterol, so you can keep your hands firmly on the wheel of the life you love.



Average drivers have average earnings. Profitable operators have an advantage.

The Braun View Apex Program is a private intelligence tool for drivers who refuse to be average.

Our software delivers proprietary data and route optimizations your competition will never see, turning every variable into your unfair advantage. **This is not an open platform.** We are intentionally limiting membership by region to ensure our drivers maintain their dominance on the road.



No one is better than Braun™.



Client: My Protein Grill
Goal: Increase in-store traffic and conversion
Medium: Email / QR Code
Email Template: Promotional Outreach

Subject: Your 25% Off Welcome Offer is Here (Don't Lose It!)

Preheader: Secure the results you've earned.

[Client name],

Welcome to My Protein Grill!

As a thank you for joining us, we've loaded a 25% discount onto your account for your first month of any meal prep plan. Think of it as your personal insurance policy against wasted workouts.

Simply present this code to our team at the new [Houston/Local] location to claim your 25% discount.

[A large, clear QR code would be embedded here]

Be sure to use the code after your next workout, it expires at the end of this month [numeral date].

You spend hours pushing your limits, sweating, and fighting for every ounce of progress. Don't let that hard work disappear because of one bad meal.

Our plans are designed to save you time, eliminate guesswork, and give your body the precise fuel it needs to protect and build on your progress.

Thanks again!

My Protein Grill
[Location]
[Contact information]
[Signature]

[Unsubscribe messaging and legal]

Client: Cellulex
Goal: Educate and Qualify Lead
Medium: Email / QR Code
Email Template: Warm Outreach

Subject: The Cellulex™ Information You Requested is Here

[Client Name],

Thank you for your interest in Cellulex™ during your recent visit to [Local Pharmacy Name]. Taking the time to gather information is a fantastic and proactive first step in managing your cardiovascular health, and we’re here to support you.

You asked for more details, and we’ve compiled them for you below:

A Proactive Choice for Your Heart

Cellulex™ works with your body’s natural systems to help repair arterial walls and protect them from the effects of bad cholesterol (LDL). For many, it’s a choice that provides more control of their journey, empowering them with life on their own terms.

Making Your Health Affordable

Peace of mind shouldn’t cost your health. Here are several resources to help make your treatment more affordable:

- **Cellulex Patient Savings Card:** Eligible patients may pay as little as [Price] for their prescription.
- **Starter Offers:** Ask your doctor about a potential free trial to see if Cellulex™ is right for you.

[Click Here to Learn More About Savings Options (graphic)]

A Conversation with Your Doctor is the Next Step

The most important part of this process is the conversation you have with your doctor. They know your health history and can help you decide if Cellulex™ is the right choice for you.

To help you feel prepared and confident for that talk, we’ve created a simple Doctor Discussion Guide. It includes key questions to ask and information to have ready.

[Download Your Free Doctor Discussion Guide Now]

Thank you again for taking charge of your health.

Sincerely,

The Cellulex Patient Support Team

[Footer with standard safety information, prescribing information links, and an unsubscribe option.]

Client: Hawthorne Realty
Goal: Increase in-store traffic and conversion
Medium: Email / QR Code
Email Template: Hot Outreach

Subject: Regarding your inquiry | [Agent Name], Hawthorne Realty

[Client Name],

Thank you for reaching out with your interest in [Property Address or Neighborhood they inquired about]. You have excellent taste; it’s one of the most remarkable estates in the area.

My name is [Agent Name], and I specialize in helping clients make the transition from downtown Chicago to the North Shore’s most exclusive neighborhoods. Many residents of the Gold Coast and River North areas are looking for exactly what you’ve identified: a life with more space and tranquility, without sacrificing the luxury they’re accustomed to.


While the photos of [Property Address] are stunning, they can’t fully capture the sense of arrival you feel when you enter the community or tour the complete privacy of the backyard.

I have a few times available for a private tour this week. I can also prepare information on a couple of other private listings that are not yet on the market but align perfectly with the caliber of home you’re seeking.

Would you be available for a brief call this afternoon to discuss what you’re looking for, or shall we schedule a private tour for later this week?

All the best,

[Agent Name]
Luxury Real Estate Specialist
Hawthorne Realty
[Phone Number]
[Link to Bio or Website]



Services

- Content & Copy Services
- Editorial & Thought Leadership Writing
- Editorial ads
- Brand & Voice Development
- Website & SEO Copywriting
- Long-Form Articles & Whitepapers
- Campaign Concepts & Messaging
- Content Strategy & Calendars
- Email Marketing Campaigns
- Audience & Competitor Research
- Brand Positioning & Story Frameworks
- Multi-Channel Campaign Planning

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Chicago, IL + Remote