

CORE COMPETENCIES:

**Content Development | Social Media Messaging | Branding | Storytelling | Editing | Product Naming
Energetic Wordsmith | B2B & B2C | Performance Marketing | Site & App Experience | Content
Strategy | Creative & Innovative Solutions | Strategic Partnerships | Cross-Cultural Communication**

WORK EXPERIENCE:

PRODUCT COPYWRITER, N.com | Nordstrom | Seattle, WA

December, 2017 – Present

- Exceed quota by writing 50 items daily securing reputation as fashion authority in virtual selling space
- Achieved sellout by leading complex brand collaboration launch celebrating International Women's Day
- Write compelling, SEO-driven multi-departmental product copy for web and app-based selling sites
- Key team representative for NEAT, the company's internal employee advisory team
- Planned, designed and executed engaging, compelling and impactful employee workshop

CULINARY ARTIST | Metropolitan Market | Seattle, WA

November, 2016 – November, 2017

- Created, prepared and promoted recipes in store from the in-house culinary library
- Produced sampling options across multiple departments for 6-store chain

EDITOR | Bainbridge Island Magazine | Bainbridge Island, WA

April, 2012 – June, 2016

- Founding editor of quarterly lifestyle magazine for affluent Bainbridge Island
- Implemented editorial lineup, feature stories, assigned freelance writers and photographers and edited publication with InDesign

WEB COPYWRITER | Freelance | Seattle, WA

June, 2010 – Present

- Spearheaded brand awareness for multiple businesses and optimized online presence for various web sites
- Built and executed concept development and copywriting projects including landing pages, tag lines, biographical copy and collateral media
- Elevated brand image and devised meaningful storytelling for entrepreneurs including art dealers, real estate agents, a nonprofit management consultant and a designer

EDITORIAL MANAGER | Sensaria Natural Bodycare | Shelton, WA

May, 2008 – March, 2010 (full-time)

March, 2010 – April, 2011 (freelance)

- Wrote and edited content for weekly bulletins, print newsletter, product catalog, internal and external websites and social media channels
- Led communication strategy between Home Office and multi-level sales force of 4K+ Representatives

ADDITIONAL EXPERIENCE:

FREELANCE COPYWRITER & EDITOR | Bethesda, Maryland

- Crafted compelling story ideas and wrote advertorial and editorial copy for numerous publications
- Published regularly in *The Washington Post*, *Washington Parent* and *Washington Woman*

FEATURES EDITOR & CONTRIBUTING WRITER | Wednesday Journal | Oak Park, IL

- Hired, directed and collaborated with freelance writing and photography staff
- Directed content of feature section of this large circulation community weekly
- Contributed to special sections and sister publications

MONTHLY COLUMNIST | Chicago Parent | Oak Park, IL

- Researched, selected and interviewed subjects for "A Day In The Life Of A Chicago Parent"
- Coordinated schedules for photography assignments for columns

SALES PROMOTION COPYWRITER/INTERN | Impact/Division Of True North/FCB | Chicago, IL

- Conceived and produced long form and short form copy across multiple media channels
- Handled international clients including Coca Cola, Nestle, Oscar Mayer and Stouffers

EDUCATION | CERTIFICATION:

Bachelor of Arts, Marketing Communications, Columbia College

Certificate in Strategic Marketing Management, University of Washington

PowerPoint Essential Training, Office 365