



*Still writing my story. so let me write yours.*

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## Experience

### **Macy's, Contract Copywriter**

October 2022-December 2022

- Write and edit copy for brand guidelines, sitewide projects, and social media.
- Review brand creative before it goes live.

### **Converse (at Pro Unlimited), Writer/Editor**

September 2021-September 2022

- Crafted copy across the site for homepage, limited-edition collaborations, and custom.
- Edited and maintained tone of voice for product descriptions.
- Developed style and grammar guidelines.

### **Malouf/Downeast, Retail and Apparel Copywriter**

September 2020-September 2021

- Wrote product descriptions, blogs, and ads for apparel, jewelry, and home.
- Developed and conceptualized branded video scripts and landing page campaigns.
- Created copy for daily emails, web, in-store signs, tags, and color naming.

### **PSFK, Freelance Writer/Research Analyst**

March 2020-September 2020

- Researched and wrote retail innovative-based reports for clients.
- Atomized report manifestations into CMS system.
- Taxonomized reports for optimized SEO.

### **PSFK, Editorial Intern**

September-December 2019

- Wrote several articles a day on fashion, retail, technology, wellness, and beauty.
- Conducted phone and email interviews with experts.
- Researched current retail trends.

### **NJMOM.com, Social Media Marketing Intern**

June-August 2019

- Managed Facebook and Instagram social media channels and engagement.
- Designed analytic reports and recommended mom influencers.
- Wrote event content for website.

### **New York Post, Fashion Closet Intern**

January-May 2019

- Collaborated with fashion editorial team to prepare for photoshoots.
- Organized and managed fashion closet's sample trafficking.

### **Studio BC/C, Advertising Intern**

June -August 2018

- Researched competing agencies to develop a website and social media strategy report.
- Created SEO reports for clients.

### **Meredith Corporation, Editorial Apprentice**

September 2017-May 2018

- Wrote content and selected products for The Shop sites: Shape, BH&G, Fitness.
- Developed social copy for Facebook posts.
- Pitched story ideas for content marketing.
- Created affiliate links for products.

### **Style Doctors, Stylist Assistant Intern**

August-December 2016

- Managed social media account postings on Twitter, Instagram, and Facebook three days a week.
- Pitched and wrote styling blog posts.

### **Iowa Secretary of State, Marketing Intern**

August-December 2016

- Interviewed local small businesses about entrepreneurship.
- Created business service posts and videos for Facebook and LinkedIn.
- Developed disabilities graphic for website.

### **CollegeFashionista, Editorial Intern**

September 2015-December 2016

- Edited fashion articles and photos.
- Covered on-campus street style fashion.
- Developed fashion articles and photos for web.

## Education

### **Parsons School of Design**

August 2018-May 2020

MA, Fashion Studies

Thesis: The Disabled Dress Code

### **Drake University**

August 2014-May 2018

BA, Journalism and Mass Communication

Minors: Graphic Design, English  
Concentration: Fashion in Design, Art, and Literature

## Skills

### **Proficient with Adobe**

InDesign, Adobe  
Illustrator, Adobe  
Photoshop, Adobe  
Premiere, Audacity,  
Social Media, Microsoft  
Office, Excel, WordPress,  
Research, Google Docs,  
Analytics, Figma

### **Experienced in SEO, html, CSS, CMS, Sprout**

## Freelance Work

- betterpet.com
- The Idle Man

## Fashion Work

### **Alexander Wang**

Market Week Assistant, June 2019  
Market Week

### **The Bon-Ton Stores**

Fashion Assistant, October 2017  
Yonkers Fashion Show