

Vivian Manning-Schaffel

✉ vivianmanningschaffel@gmail.com

🌐 vivianmanningschaffel.com

in vivianmanningschaffel

🐦 @SoapboxDirty

Summary

As a seasoned feature writer, editor and essayist, I cover pop-culture, comedy, beauty, fashion, relationships, business, health, parenting, and assorted foibles of the human condition for numerous print and web publications.

With 18 years experience as an inspired senior copywriter, I have considerable branding and naming expertise and take pride in the development and execution of distinctive brand voices that resonate with consumers. I also manage teams to execute innovative campaigns with engaging, exemplary copy.

Experience

October 2000 - present

Freelance Journalist

Writes feature articles, celebrity interviews, essays, front-of-book content, blog posts and product reviews for:

- Time Out New York
- Time Out New York Kids (Contributing Writer/Editor)
- Yahoo Parenting
- CBS Watch!
- Working Mother (Contributing Writer/Editor)
- Jezebel
- LIVESTRONG
- SELF
- The New York Times
- Parents
- Parenting
- Babble
- Your Tango
- The Advocate
- The New York Post
- Business Week
- Brandchannel.com — a division of Interbrand

October 2000 - present

Freelance Senior Copywriter/ACD

- Develops conceptual campaign verbiage to execute brand messaging strategies.
- Generates names and taglines in keeping with brand strategy directive.
- Crafts ads and promotional materials both print and digital, including advertorials, native ads, website copy, banners of all sizes, traditional print ads, watercooler ads, super native touts and social media copy in keeping with brand and/or publication directive.
- Manages and edits copy submitted by multiple writers to ensure consistency of brand voice.
- Writes and researches white papers and extensively researched market research documentation.
- Agency clients include: Code and Theory, The Gild, Time, Inc. (in-house agency), Launchpad, Interbrand.
- Presents fully integrated solutions to agencies and clients including:
 - CenturyLink
 - New York Life
 - Shutterfly
 - Lindt (TV)
 - Crystal Cruises
 - Essie
 - I Hotels
 - Claritas (a Nielsen company)
 - Hennessy
 - Maybelline
 - Smirnoff
 - Kelloggs
 - Starbucks
 - Alcoa
 - BlueFly
 - Time Warner Cable
 - New Leaders (non-profit)

April 2009 - January 2011

East Coast Editor/Blogger

Warner Bros. / Momlogic, Los Angeles, CA

- Generate and pitch story ideas, celebrity interviews and promotional opportunities daily.
- Arrange, conduct, write and edit numerous celebrity interviews and Q&As.
- Write TV recaps, fashion and beauty trend pieces.
- Craft think pieces and timely essays about parenting and pop culture trends with tight turnaround.
- Posts featured as Opinion of the Week in The Week, and in The Atlantic Wire.
- Cultivate relationships with celebrity and beauty public relations executives.

October 2000 - present

Naming / Verbal Identity Consultant

- Consult and collaborate with project team members on verbal communication of brand strategy.
- Generate names, tag lines and nomenclature in accordance with clients' business goals for brands such as Jason Wu, Maybelline and Skip Hop.
- Communicate strategic solutions to clients via written and oral presentations.

October 1999 - October 2000

Copywriter / Account Manager

Luminant Worldwide, New York, NY

- Write and proofread copy for clients including Beck's Beer and DeBeers.
- Write and edit weekly corporate newsletter, managed contributing writers.
- Write user manuals for software applications.
- Manage global accounts such as JVC and DeBeers, coordinate with internal resources to deliver fully integrated web solutions.
- Coordinate and conduct client-team meetings, draft and distribute scopes.