

CASSANDRA CROFT

CASSANDRACROFT.COM

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ABOUT

Four years of in-house/freelance experience in copywriting, creative strategy, creative direction and photography.
Two years experience overseeing copy teams.

PROFESSIONAL EXPERIENCE

COPYWRITER, STARBUCKS SEATTLE (DECEMBER 2015 – PRESENT)

Own personalized digital marketing content for Starbucks Rewards™, developing narratives for promotions across email and mobile channels. Work closely with designers to concept and execute creative narratives from brief to presentation. Directly manage app/email marketing content for the project, as well as asset handoff to code developers/engineers. Developed content strategy to introduce loyalty offers to the mobile app in Fall 2016.

LEAD COPYWRITER, ZULILY SEATTLE/OHIO (SEPTEMBER 2014 – NOVEMBER 2015)

Led web and mobile creative for fashion/women's apparel. Managed a team of 20+ in-house/contract writers and editors across Seattle and Ohio offices, overseeing all copy production and partnership with Merchandisers. Launched a rebrand of brand voice for mobile. Helped build comprehensive site standards for product specifications, strategize optimized vendor onboarding, and train new Merchandisers. Managed internal company newsletter.

COPYWRITER, ZULILY SEATTLE (JULY 2013 – AUGUST 2014)

Created fresh, feature-focused copy for products and brands across web and mobile platforms. Averaged 2,800 product descriptions monthly and 150 daily, launching a new site every day. Wrote campaign titles and headlines for daily subscriber email. Managed comprehensive in-house style guide in WordPress. Recognized as top-performing writer, and trained new writers.

FREELANCE COPYWRITER SEATTLE (NOVEMBER 2016 – PRESENT)

Currently a consultant/offsite freelance writer for RoverGo, creating dog sitter profiles for web.

FREELANCE ACD/COPYWRITER, MAKE IT REAL BALTIMORE/UK (JULY 2016 – PRESENT)

Developed brand voice and strategy to support mid-2017 launch of a toy startup with a mission to inspire young girls about creative careers. Wrote copy for web, product, catalog, social media and video scripts. Built and led small team of freelance writers. Currently a consulting copywriter and brand adviser.

FREELANCE PHOTOGRAPHER (2015 – PRESENT)

Photograph weddings, portraits and live events as a freelancer. Consult directly with clients, own creative strategy and drive bookings/sales through social media marketing. Manage project timelines from shoot to photo delivery.

EDUCATION

UNIVERSITY OF WASHINGTON SEATTLE (2013)

Bachelor of Arts, English Literature – Honors

Minors in Gender Studies and Music

