



Stephanie DAVILA

PROFESSIONAL EXPERIENCE (15 YEARS)

WORK HISTORY

TORY SPORT by TORY BURCH (March 2015 – Present)

COPY LEAD

- Define the voice and set the tone for Tory Sport
- Own content strategy and creation for all touch points of the brand, including online, in store, emails, print, social and packaging
- Manage the content process and best practices
- Work with cross-functional partners to support business needs and marketing initiatives

OSCAR DE LA RENTA (October 2012 – March 2015)

CREATIVE CONTENT DIRECTOR

- Directed branded messaging to ensure a cohesive voice
- Wrote branded materials, product launches and product descriptions across all platforms
- Owned the content development for all touch points of the brand
- Conceptualized and executed marketing strategies and partnerships
- Collaborated with marketing, sales and creative teams, as well as business partners and global affiliates for ideation and content creation
- Created efficiencies and best practices

RALPH LAUREN (March 2012 – October 2012)

CREATIVE CONTENT EDITOR, WHOLESALE ONLINE SALES & MARKETING (CONTRACT POSITION)

- Wrote and edited seasonal campaigns, branded editorials and micro-sites, including the London 2012 Summer Olympics and Denim & Supply
- Developed marketing collateral, including digital advertising, emails and brand shops
- Collaborated with wholesale partners to create a unique brand experience on their channels
- Strategized and developed marketing and merchandising concepts for the portfolio of brands
- Produced video content, including writing scripts, interviewing talent and editing footage
- Worked cross-functionally to ensure a cohesive voice for all touch points of the brand

BRIDES (October 2011 – March 2012)

FASHION & BEAUTY EDITOR, BRIDES.COM / CONDE NAST (CONTRACT POSITION)

- Oversaw all fashion and beauty content for BRIDES.com and social channels
- Managed a team of junior editors
- Worked with the print team for alignment and content packaging
- Contributed to the rebranding of BRIDES Magazine and BRIDES.com
- Grew site traffic by creating compelling, SEO-friendly content
- Attended Fashion Week, New York Bridal Market and industry events



StephanieDavila.com

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FREELANCE (April 2010 – March 2015)

WRITER / COPYWRITER

- Wrote for Vogue, The New York Times, New York Magazine, InStyle, People, WWD, Allure and Refinery 29
- Created content for Moda Operandi, Saatchi & Saatchi, Coty, Doubleday & Cartwright, Air Paris, Noise and Pod1

INSTYLE (January 2008 – April 2010)

BEAUTY EDITOR

- Wrote, edited and produced stories, packages and special issues

SENIOR EDITOR

- Assigned, wrote and edited features, specializing in packaged content and special issues
- Oversaw the editorial calendar
- Managed a team of junior editors and freelance writers
- Worked cross-functionally with the photo and art departments
- Attended New York Fashion Week, New York Bridal Market and other major industry events
- Conceptualized and produced photo shoots

METRO MAGAZINE (September 2006 – January 2008)

SENIOR EDITOR

- Wrote and edited monthly fashion, beauty, and shopping stories and features
- Conceptualized and produced fashion shoots
- Attended New York Fashion Week and regional events
- Spoke on camera and at industry events to promote the magazine

MINNESOTA BRIDE, ARIZONA BRIDE & WISCONSIN BRIDE (2002 – January 2008)

EDITOR IN CHIEF

- Provided overall creative direction for three regional bridal magazines
- Managed a team of 30 contract writers, stylists, photographers, editors and art directors
- Oversaw the editorial calendars, production schedules and budgets for each market
- Conceptualized and produced photo shoots in each market
- Wrote and edited copy
- Attended New York Fashion Week, New York Bridal Market and regional events

TECHNOLOGY

SEO
HTML
CMS
InDesign
Photoshop
Excel
PowerPoint

EDUCATION

Bachelor of Arts in journalism with a
minor degree in graphic communications
from Western Illinois University

honors program
graduated cum laude



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