



CB

CHRISTINA BARZDUKAS

PORTFOLIO: CHRISTINABARZDUKAS.COM

THE 411

As an *enfant terrible* far past her crib years, I strive to build brand voices and push them to new and exciting spaces. Always pulling inspiration from music, art, and day-to-day life.

The star power lies in my critical attention to detail, ability to inject whimsy into any copy or outfit, and close collaboration with key partners.

EDUCATION

Bachelor of Arts in English
Minor in Italian
Syracuse University

CONTACT

christinabarzdukas@gmail.com
1.425.443.9594

THE TIMELINE

SENIOR COPYWRITER • SAM'S CLUB • 6.2023–PRESENT

- Maintains a very strict and unique brand voice by writing and editing copy across print and digital assets. Including landing pages, catalogs, emails, and more.
- Audit and update process decks to aid fellow copywriters.

FREELANCE COPYWRITER • 2.2023–6.2023

- Kept my own schedule while executing assets for four different companies. This included monthly campaigns, PDP descriptions, onsite assets, emails, and more.

SENIOR COPYWRITER • FABKIDS • 6.2021–1.2023

- Conceptualized, executed, and presented monthly concepts for a cohesive, brand message which influenced design and photo.
- Standardized the voice and grammar by making a style guide and copy process doc.
- As the only writer I wrote every asset including 17 emails a week for two different camps of customer.

CONTRACT COPYWRITER • BANANA REPUBLIC • 2.2021–6.2021

- Updated the loyalty program to match their new brand voice by executing and conceptualizing 5 branded assets a week.
- Met biweekly with the editorial director to refine copy.

COPYWRITER • TOMMY BAHAMA • 10.2018–6.2021

- Collaborated with designers to create 5 website assets, 10 emails, and 1 sign a week.
- Concepted omni-channel market campaigns that I presented to leadership on a bimonthly basis.
- Penned their first-ever women's only catalog.
- Wrote 200 product descriptions a month following a self-created schedule.