

EDUCATION

Marist College, Poughkeepsie, NY
Bachelor of Professional Studies, May 2015
Major: Fashion Merchandising
Dual Minors: Business Administration, Product Development
Cumulative GPA: 3.6

EXPERIENCE

Xumo
Philadelphia, PA

Brand Copywriter | April 2024–Present

Team copywriter, serving as the content lead across all creative, support, and marketing touchpoints for the Xumo brand. Defines brand voice, helping to build guidelines for styling and usage to maintain a consistent, recognizable brand fingerprint. Strategizes content and copy for website redesign to promote awareness and excitement for all Xumo products. Supports seasonal and yearly initiatives with targeted messaging, promoting new features, holiday offers, and brand campaigns. Creates copy for organic social media posts, paid performance marketing assets, and OOH to boost engagement. Drafts, edits, and implements support solutions to address feature developments and customer needs including articles, self-help videos, quick start guides, user manuals, PDP updates, and more. Collaborates with marketers, product owners, attorneys, project managers, designers, and more.

Marshalls
Framingham, MA

Senior Copywriter | July 2023–January 2024

Collaborated remotely as contract teammember with full-time copywriters, designers, project managers, and brand marketers. Developed high-performing emails, site assets, paid social, and retail packages with quick turnarounds and engaging concepts. Bolstered overall seasonal direction with savvy copywriting that hit objectives in fresh ways cohesive to brand tone of voice. Pushed conversational tone of voice to resonate with customer while advancing brand perception. Adapted to feedback quickly in a fast-paced environment while preserving brand voice and asset integrity. Worked with designers to create concepts that guided brand direction and output for the season. Presented assets, concepts, and seasonal direction to cross-functional partners, selling creative while incorporating feedback.

David's Bridal
Conshohocken, PA

Senior Copywriter | March 2022–May 2023

Concepted, ideated, and implemented copy for campaigns across site, email, SMS, social, print, blog, and video, translating company values for different consumer subsets and countries in accordance with brand standards. Established brand voice and copy direction for the launch of Pearl by David's, serving as copy lead for all placements. Brainstormed taglines, program names, key language, and themes for campaigns, store events, and more. Collaborated with designers and content specialists to ensure copy is best optimized for each placement. Integrated creative process solutions to increase productivity, enhance communication, and minimize pain points for team. Responded to demand by turning around complete campaigns in as little as 1–2 days when the business required. Edited and proofed work for consistency, clarity, and accuracy of spelling, grammar, and messaging. Managed copy for warehouse sales, grand reopenings, and partnerships with The Black Tux, Diamond Nexus & Mally Beauty. Led copy team for three months during manager's maternity leave, providing direction and acting as liaison between leadership and copywriters to deliver feedback and shape output. Coordinated with social and email teams to collect data to guide copy team performance.

Comcast Business
Philadelphia, PA

Senior Copywriter | September 2021–January 2022

Comcast Business ActiveCore content lead, creating UX copy across multiple platforms geared towards IT professionals. Reenvisioned health notification emails and SMS to emphasize dynamic network data in a clear, actionable snapshot. Created in-depth guides that take users on a tour of the entire ActiveCore experience to maximize use of the portal. Developed fluency in technological verbiage and concepts to best communicate ideas and processes with the customer. Collaborated with designers and developers to curate a clear, intuitive customer experience on desktop and mobile. Responded to customer feedback with thoughtful solutions that prioritize their needs and workflows.

Urban Outfitters
Philadelphia, PA

Copywriter | July 2018–September 2021 • Assistant Copywriter | August 2015–June 2018

Managed product copy for categories including Home, Lifestyle, Men's, Beauty, Accessories, and Shoes. Drafted 200+ product descriptions weekly for various categories across digital platforms. Established a multi-level brand tracking system to maintain consistency across categories and enhance SEO site-wide. Supervised brand bio drafting and tracking process, maintaining over 1400 brands live on the site at all times. Created copy for in-store packaging, collaborating with design and buying teams to draft appealing presentations. Worked crossfunctionally with buying, marketing, and production to create web voice for UO beauty brand, ohii. Developed brand articulation for newly introduced Love + Interest class within web copy. Standardized spec process across 30+ classes to provide seamless communication between departments. Implemented systems to catalogue and track samples, specs, and missing information for a streamlined process.

TECHNICAL EXPERIENCE

Microsoft Office Suite, Adobe Creative Suite, Contentful, Figma, Jira, Wiki, Monday, copy for Instagram (paid & organic), Facebook, Pinterest, TikTok, Workfront, various merchandise tracking systems, Smartsheets, and more.