

KAREN PHILIPS

COPYWRITER

INFO

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10005, USA

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DATE / PLACE OF BIRTH

1995/20/03
New York

DRIVING LICENSE

Full

NATIONALITY

USA

SKILLS

User-focused copy

Digital Strategy

Effective communicator

Highly collaborative

Proficient in Microsoft Office

Experienced in HubSpot and
WordPress

Native English speaker

PROFILE

Detail-oriented Copywriter with 4 years of proven experience delivering clear and compelling copy for the eCommerce fashion industry. Strong sense of customer focus and commercial know-how to create highly targeted sales letters, email sequences, landing pages, and marketing campaign materials. Proficient in Microsoft Office, Slack, Telegram, and Google Suite.

EMPLOYMENT HISTORY

Lead Copywriter, Macy's

New York

Apr 2016 – Apr 2018

Macy's is an American department store chain. As the Lead Copywriter, my core activities included:

- Developing the creative voice for Macy's across websites, newsletters, and interactive brochures.
- Proofreading all projects including other copywriter's work to ensure consistency and accuracy before release.
- Revising copy based on client and internal feedback.
- Writing informative and engaging product descriptions in the brand voice. Conversions for updated products increased by 12% in the first two weeks.
- Ensuring that all copy deadlines were met for assigned projects.

Copywriter, The RealReal

New York

Oct 2015 – Feb 2016

The RealReal is the market leader in online luxury consignment. As the Copywriter, my core activities included:

- Writing copy and messaging across organic social media platforms. User engagement increased by 43% in 60 days.
- Crafting messaging guidelines and naming frameworks for brand voice and content.
- Researching client's needs and target audiences to develop audience accurate profiles/personas.
- Assisting graphic designers and ecommerce team to ensure copy is correct in all materials.

Copywriter, FullBeauty

New York

Aug 2014 – Sep 2015

FullBeauty Brands is a comprehensive resource for plus-size women and men seeking fashion inspiration, style advice, and clothing. As the Copywriter, my core activities included:

- Writing copy for all marketing and member communications, including app copy, advertising campaigns, social media posts and user communications (emails and push notifications).
- Driving brainstorm sessions and creating supporting presentation materials.

- Assisting Senior Content Editor on writing direct response copy. Surpassed 2013 direct response marketing sales goals by 25%.
- Providing insight to business unit leaders for the development of content strategies, editorial calendars and content KPIs.

EDUCATION

Pratt Institute, Bachelor's Degree in Creative Writing
2012

New York