



# Karen Philips

Copywriter

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**DATE / PLACE OF BIRTH** 1995/20/03 / New York

**DRIVING LICENSE** Full

## 01 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.

## 02 EMPLOYMENT HISTORY

Apr 2016 – Apr 2018

New York

### Lead Copywriter at Macy's

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.

Oct 2015 – Feb 2016

New York

### Copywriter at The RealReal

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.

Aug 2014 – Sep 2015

New York

Assisting graphic designers and ecommerce team to ensure copy is correct in all materials.

## Copywriter at FullBeauty

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.

## 03 EDUCATION

2012

New York

## Pratt Institute

Bachelor's Degree in Creative Writing

User-focused copy

Effective communicator

Proficient in Microsoft Office

Native English speaker

Digital Strategy

Highly collaborative

Experienced in HubSpot and WordPress

## 04 SKILLS