

EXPERIENCE

SUPERGOOP!

DIRECTOR, COPY & CONTENT STRATEGY
COPY MANAGER & CONTENT STRATEGIST

2023-PRESENT
2021-2023

- Direct **copy & content development across 360° marketing channels**, incl. global brand campaigns, retail VM, events, DTC, CRM, social & paid media, partnerships, events, product naming & more
- **Establish & evolve brand voice** to balance compelling product PODs with joyful brand ethos
- Lead Creative team, mentoring & fostering talent & collaboration among designers & copywriters
- Work side-by-side with VP of Brand & CMO to **ideate & execute seasonal brand storytelling & activations** to ignite consumer obsession, generate brand awareness & convert same-day sales
- Partner with VP of Global Product Marketing to **develop consistent product positioning & claims**
- Create **brand guides & cross-functional processes** for global marketing & creative teams
- Leverage key insights & first-party data to optimize strategy & assets for our intended audience(s)
- Collaborate with VP of Brand on go-to-market calendar to develop marketing tactics against seasonal milestones & key brand launches
- Streamlined or developed **15+ new processes & workflows for achieving business results** across editorial content, brand positioning, video production, translation procurement, creative ops, etc.

FOSSIL | SENIOR COPYWRITER

2018-2021

- Led copy development for **global campaigns, product launches & brand initiatives**
- Produced creative materials for stores, wholesale, packaging, web, paid media, email (non-promo), events & influencer assets
- Collaborated with marketing, CRM, production, product design, PR, merchandising & legal teams on a weekly basis
- **Spearheaded storytelling for global cultural moments** (Pride Month, Earth Day, etc.)

MARY KAY

DIGITAL CONTENT WRITER
GLOBAL MARKETING STRATEGY COORDINATOR

2017-2018
2016-2017

- Wrote copy across social media, print & digital platforms for omnichannel brand campaigns & product launches
- Leveraged **digital analytics & consumer insights** to develop concepts for global toolkits
- Rebranded the company's founder as an icon & innovator through a 9-month campaign in 39 countries, outperforming engagement avgs across markets
- Collaborated with UX/UI & web designers to spearhead web style guide & **update brand presence via modular .com refresh**
- Strategized global brand campaigns: Wrote creative briefs, **developed messaging & activation strategy** & coordinated with internal teams & external agencies

PREVIOUS

MILL NO. 3 MARKETING COORDINATOR
THE DALLAS MORNING NEWS FREELANCE JOURNALIST
GQ CONTRIBUTING WRITER, PR INTERN

2015-2016
2015-2018
2013-2014

EDUCATION

UNIVERSITY OF MISSOURI

COLUMBIA, MO

Bachelor of Journalism | 3.8 GPA | Magna Cum Laude

TOP 3 GRADUATE IN CONVERGENCE JOURNALISM CLASS, HONORS COLLEGE

In <1 year,
SMS messaging drove

\$3.5M
in revenue

& email drove \$4.1M in
revenue

In <6 months
in Sephora EU, earned

#1
suncare ranking

Plus: Largest skincare
launch ever for Sephora
Middle East

Single brand
campaign drove

6.6x
Brand ROAS

& 0.43% overall CTR
performance

Q2 direct mailer
campaign drove

\$521k
with \$80 AOV

across ~6500 new
customers

Launched &
developed copy for

10+
Tier A initiatives

In 2022, including int'l
launch