

# KAREN PHILIPS

## Copywriter

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Date of birth .....	1995/20/03	Place of birth .....	New York
Nationality .....	USA	Driving license .....	Full

### 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.

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### EDUCATION

❖ **Pratt Institute** ..... 2012  
*Bachelor's Degree in Creative Writing* ..... New York

### EXPERIENCE

❖ **Lead Copywriter, Macy's** ..... Apr 2016 – Apr 2018  
New York

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** ..... Oct 2015 – Feb 2016  
New York

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** ..... Aug 2014 – Sep 2015  
New York

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.

### SKILLS

User-focused copy .....  
Effective communicator .....  
Proficient in Microsoft Office .....  
Native English speaker .....

Digital Strategy .....  
Highly collaborative .....  
Experienced in HubSpot and .....  
WordPress