Kaleigh Fasanella

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Experience:

Freelance Copywriter, Vegamour | Remote | June 2024 - Present

Freelance Copywriter, Londontown | Remote | October 2024 - Present

Freelance Copywriter, Integra Beauty | Remote | January 2025 - Present

Branded Beauty Editor, BDG | Remote | July 2021 - June 2023

- Wrote and edited branded content across all of BDG's platforms
- Wrote branded newsletter copy for clients like Sephora, Ulta, e.l.f. cosmetics, and more
- Wrote copy for branded IG stories and standalone sponsored posts
- Constructed headlines and concepts for a wide array of branded beauty and pharma campaigns

Freelance Beauty and Wellness Editor/Copywriter/Consultant | Remote | January 2019 - Ongoing

- Currently contributing to CNN Underscored, Women's Health, Health Central, Yahoo, and more.
- Served as a freelance copywriter for K18 Hair, where I worked on a wide variety of copy projects from emails to paid ads to blogs
- Served as the freelance senior copywriter for Function of Beauty, providing a vast range of copy services including blog writing, emails, paid ads, banners, product copy, etc.
- Provide SEO blog writing for several brands, including Youth To The People, Fresh, and Glow Recipe
- Served as a part-time beauty writer for BDG's The Zoe Report from March to July 2021
- Served as the weekend editor for Allure.com from 2019 to March 2021
- Optimized all assigned stories for SEO and commerce to promote growth in both traffic and revenue
- Write branded content for BDG (Bustle, Elite Daily, The Zoe Report), Arfa Inc., Yahoo Lifestyle, and Hearst
- Contribute to <u>HealthCentral</u>, <u>Glamour.com</u>, <u>Byrdie.com</u>, <u>The Beauty Independent</u>, <u>The Sunday Edit</u>, <u>Youth To The People</u>, <u>The Strategist</u>, and more
- Tested products and wrote reviews for Allure's 2019 and 2020 Best of Beauty Awards
- Provided copy for several Starface.world projects, including the <u>brand's FAQ</u>

Associate Digital Editor, Allure.com | New York, NY | August 2017 — January 2019

- Wrote, produced, and edited a wide variety of top-performing beauty and wellness features, news blogs, and e-commerce round-ups
- Pitched anywhere from 10-15 news stories daily and 4-5 feature and e-commerce ideas weekly
- Tested products and wrote reviews for Allure's 2018 Bests of Beauty Awards
- Worked closely with PR representatives to learn about new and exciting products and brands coming to the beauty market

Associate Digital Editor, TeenVogue.com | New York, NY | August 2016 — August 2017

Education:

Pennsylvania State University | State College, PA | Bachelor of Arts: Journalism