

COMPANYOFVERBS.COM

Copy. Content. Writer. Editor.

Christina Bohnstengel

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TRAVEL DESIGN LUXURY LIFESTYLE FASHION DIGITAL

Print covers + features, brand copywriting, destination guides, travel content, digital marketing, product descriptions, catalog copy, custom inaugural books

**CLIENTS Past + Present**

Sea Cloud Cruises, Royal Caribbean + Celebrity Cruises x Royal Media Partners, Orbitz, Bernardo Fashions, Sourdough Agency, Macmillan Publishers, Copy Amber LLC, Six Degrees Magazine, Seminole Boosters, Inc., Florida International Univ.

**CONTENT EDITOR, CHICO'S + WHBM OUTLETS 2019 – 2023**

Concept, write, edit, produce digital marketing materials:  
seasonal catalogs, daily emails, weekly homepages + SMS/MMS,  
landing pages, shelf headers, all special copy projects for 2 Outlet brands  
Optimized for mobile with DigitalFirst agenda  
In-store signs: window banners, racktop messaging, wall posters

**EDITORIAL CONSULTANT, ROYAL MEDIA PARTNERS 2014 – 20**

Created onboard magazines for 2 top cruise lines:  
Royal Caribbean+ Celebrity Cruises  
Produced port guides, destination maps + travel books  
Built website content for 2 travel sites  
Coordinated with VP, editor + creative director on print + digital layouts

**COPYWRITER, CHICO'S FAS 2010 – 14**

Wrote product copy assets for national apparel/accessories retailer  
Oversaw deadline-intense copy calendar for delivery of hundreds of monthly copy assets  
Collaborated on copy projects between 3 East Coast offices: creative in NYC,  
remote in Hollywood, FL + headquarters in Ft. Myers, FL

**EDITOR, HAUTE LIVING MAGAZINE 2008 – 10**

Developed editorial + brand copy for 4 luxury lifestyle publications  
Covered hospitality, travel, design, CEO/celebrity profiles + product reviews  
Managed team of 20+ web contributors posting weekly to HauteLiving.com  
Edited/proofread 100+ pages of 4 editions on bimonthly print cycles  
Partnered with advertisers/PR agencies/high-profile contacts on photo shoots,  
images, designs, content + future opportunities

**EDITOR, SOCIAL AFFAIRS MAGAZINE 2007 – 2008**

Edited high-end philanthropy magazine in Miami, Palm Beach + NYC

Composed cover stories/feature articles/FOB sections

Exclusive interviews with high-profiles in design, travel, fashion + nonprofit.

Managed freelance team of writers/photographers, editing copy + scheduling busy events calendar

Generated VIP relationships with advertisers, PR firms, nonprofits + industry contacts

**B.A. CREATIVE WRITING**

Florida State University

Spanish Communications Minor

**EXTRAS**

*Business of Fashion* Digital Marketing Certification

AP Style, Chicago Manual of Style

Adobe Creative Cloud, Microsoft Office Suite, WordPress

Wrike + Aviza Content Managements

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