



Madelyn Cuello

COPYWRITER

Details

Brooklyn, NY

madelyncuello@gmail.com

Links

Skills

Google Office

Copywriting

Content Writing

Editing and Proofreading

Slack

Adobe InDesign

Webflow

Figma

Languages

Spanish

Profile

I am a copy and content writer with 10 years of experience. I have worked at in-house agencies and R&D studios for high-end tech, financial, fashion and retail companies. I hope to continue to grow my experience working at other dynamic businesses. I am creative, self-driven, ambitious and I always make sure to be a comprehensive communicator (and I try to have fun!)

Employment History

Copywriter, String and Key, New York

APRIL 2021

- 360-degree UX and marketing writer for all content for website, app, social media, email, landing and product pages.
- Write dynamic, SEO based content to rank high on Google search for web and product pages.
- Strategize ways to reach our KPI goals.
- Edit and proofread all copy.
- Liaison with art directors and graphic designers to ensure best images for all content.
- Liaison with marketing, engineers, devs, and more to ensure product is at its utmost performance.
- Ad hoc content creation as needed.

Copywriter , WeWork/Conductor, New York

JULY 2019 – DECEMBER 2020

- Composed SEO based blog content for WeWork Ideas by We and Deconstructed blog pages.
- Composed building and market descriptions for WeWork global locations.
- Liaison with art directors and photo producers to ensure best images for all blog and market pieces.
- Researched and did analysis that created compelling content.

Copy and content writer, Lord & Taylor, New York

APRIL 2016 – JUNE 2019

- Composed campaign, product and editorial writing for digital, print and social assets as part of internal agency.
- Lead writer for all global beauty campaigns, ads, launches, events, social platforms and all miscellaneous collateral.
- Assisted Creative Directors in running editorial and creative handles.

Copywriter, Macy's, New York

SEPTEMBER 2012 – FEBRUARY 2015

- Create and write editorial stories for fashion books and national campaigns.
- Assist VP Creative Directors to create new names for fashion books and events.
- Responsible for writing direct mail, newspaper and magazine ads for RTW business

Education

Marketing & Merchandise, Fashion Institute of Technology, New York

SEPTEMBER 2003 – MAY 2007

Creative and Content Writing, Gotham Institute, New York

JANUARY 2015 – MAY 2016