

## PROFESSIONAL SUMMARY

Creative, strategic wordsmith with 10 years of experience writing for and about global beauty brands. Product-obsessed writer and editor skilled at impactful brand narratives, editorial concepts, and captivating copy that inspires and converts.

## EMPLOYMENT HISTORY

2019 - 2023

### Senior Copywriter, Biossance

- Owned all copy touchpoints for the brand's biggest celebrity launch (The Sunshine Set with Reese Witherspoon) from creative concept to post-launch, including set name, PDPs, email, site, paid, social copy, and talent quotes.
- Led copy for 8 product launches (supported 15+ launches) including homepage taglines, hero headlines, romance copy, and regulatory requirements across all print and digital assets.
  - Azelaic Acid Steam Mask, Elderberry Jelly Cleanser, Caffeine Toning Body Cream, Omega Repair Hand Cream, Enzyme Sugar Body Scrub, Rose Vegan Lip Balm re-launch, Omega Repair Cream re-launch, Marine Algae Eye Cream re-launch
- Managed holiday 2024 copy including editorial theme, all set names, packaging/regulatory, and PDPs.
  - Miracle of Moisture Duo, What a Bright Time Set, Wrapped Up in Hydration Trio, All is Calm, All is Bright Duo
- Regularly collaborated with the VP of creative, editorial director, and team leads in growth, brand, paid, and PR to maximize editorial impact.
- Executed and self-managed 190+ cross-channel campaigns including promos, brand highlights, and ingredient deep-dives, while reflecting stakeholder feedback and delivering high-volume assets on time.

2019

### Editorial Director (Interim), Haus Labs by Lady Gaga

- Reported to CMO and was the first editorial hire.
- Defined original brand DNA including hero tagline (Our Haus, Your Rules), mission statement, tone of voice, and messaging.
- Managed pre-launch product names, shades, and descriptions.
  - Liquid Eye-Lie-Ner, Le Riot Lip Gloss, RIP Lip Liner, Glam Attack Liquid Eyeshadow, and Armor Masque including site, PDPs, limited-edition sets, collections, and packaging.
- Optimized product copy for Amazon as the first-ever beauty brand to launch on Amazon on Prime Day.

2017 - 2018

### Editorial Director, Vintner's Daughter

- Reported to CMO/CEO/founder and was the first editorial hire.
- Managed all editorial for the brand's highly anticipated second product launch, Active Treatment Essence, including defining messaging, identifying key industry differentiators, and writing press interviews on behalf of CEO/founder.
- Crafted all copy for the comprehensive 36-page ingredient book including an in-depth exploration of the formulation and the synergy of botanicals.
- Created 20+ email campaigns (Field Trip series, ingredient power pairs, seasonal standouts) and collaborated with leads on growth, partnership, and social teams to ensure emails maximized cross-channel impact.

2014 - 2017

### Beauty Editor and Host, Brit + Co

- Established Brit + Co beauty vertical, created the first and longest-standing beauty series, and was the first editor to monetize content (Sephora, Johnson & Johnson, Neutrogena, Aveeno).
- Penned 800+ beauty posts covering skincare, makeup, hair, body care, nails, fragrance, founders, dermatologists, celebrities (Gwyneth Paltrow), live events/red carpets (Create & Cultivate, BeautyCon, SXSW), and brand partnerships (Benefit Cosmetics, EVER Skincare, JCPenny).

2012 - 2024

### Freelance Writer + Editor

- Wild Elements
- Beauty Grounds: Organic Superfood-Infused Coffee
- StoryBy
- AGOGO Amalgamated
- Blackbird Air

## EDUCATION

### **BA, Journalism and Mass Communication, Arizona State University**

Emphasis in Public Relations

Minor in Political Science

## SKILLS

Brand Messaging

Brand Development

Copy Editing and Proofreading

Creative and Strategic Storytelling

Content Strategy

Product Launches

Packaging Copy

Market and Competitive Research