

Savannah Chess

Creative and detail-oriented fashion and beauty copywriter skilled at crafting engaging, conversion-driven content for Gen Z audiences across fashion brands.

Los Angeles, CA
(Open to Relocation: London)
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EXPERIENCE

Revolve, Los Angeles, CA— *Junior Fashion Writer*

OCTOBER 2024 - PRESENT

- Write and edit marketing copy across email, homepage, product descriptions (PDPs), partnerships, and social—aligning with brand tone and Gen Z audiences.
- Track and analyze copy performance across channels to inform UX decisions and future campaign strategy.
- Own end-to-end creation of beauty marketing campaigns, including trend research, content writing, and merchandising.

Renée Rouleau Skin Care, Austin, TX— *Content Editor & Copywriter*

FEBRUARY 2023 - OCTOBER 2024

- Demonstrate exceptional writing skills through high-quality, SEO-optimized blog content.
- Develop persuasive copy for product packaging, PDPs, social campaigns, web pages, and email marketing.
- Collaborate with estheticians and cosmetic chemists, conducting interviews to gather expert insights.
- Contribute to the planning and execution of marketing campaigns.

Slay Away, Remote— *Content Writer Intern*

MAY 2022 - DECEMBER 2022

- Research and pitch weekly article ideas on film trends, themes, and timely entertainment news.
- Write and edit content aligned with AP Style, including reviews, editorials, and features.

EDUCATION

Texas A&M University, College Station, TX — *BA in Journalism, Minor in English & Business*

AUGUST 2018 - AUGUST 2022

SKILLS

SEO Tools: Google Analytics, Ubersuggest, Yoast SEO, Keyword Research, Content Optimization

Tools & Tech: Generative AI Prompting, WordPress, CMS Platforms

Content Strategy

Ecommerce Copywriting (Fashion & Beauty)

Performance Reporting & KPI Tracking

Certifications

SEO Copywriting: Rank and Get the Click, Udemy

Yoast SEO for WordPress, Yoast SEO

Marketing: Copywriting for Social Media, LinkedIn

LANGUAGES

English (C2)

Spanish (B1)