

Lucinda Jamison  
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**Summary:**

Results-oriented Senior Copywriter who is passionate about consistent brand messaging. Focused on leveraging writing talents to bring audience members strategically to emotional places and build brand loyalty. Creative, persuasive and articulate with remarkable work ethic and analytical approach.

**Skills:**

- Brand Storytelling
- B2B & B2C Cross-Channel Marketing Campaign Strategy & Implementation
- Creative Problem Solving
- Brand Print & Digital Messaging
- Strategic Marketing
- Social Media Strategy
- Team Building & Leadership

**Work Experience:**

**Content Creator/Editor | Dover Saddlery | 2021-2023**

- Developed core content for catalog, digital, social media, blog, and retail collateral.
- Collaborated with creative, marketing, and merchandising teams to create brand-lifting stories.
- Established content strategy guidelines, style guides, and project manuals.

**Content Strategist | New Park Creative | Aug 2021 - Oct 2021**

- Produced, managed, and executed content with brand storytelling for diverse clients.

**Publisher | West Hartford Lifestyle Magazine | 2019-2020**

- Founded and managed a successful community-focused publication.
- Led advertising and editorial relationships, and created engaging storytelling opportunities.

**Creative Copy Director | Luxury Brand Holdings | 2016-2018**

- Directed a team of four staff and two freelance writers delivering compelling copy.
- Oversaw 14 annual Ross-Simons catalogs, digital marketing, campaigns, and brand style guides.

**Senior Copywriter | The Orvis Company | 2005-2016**

- Created targeted copy for 15+ annual catalog venues, website content, and press releases.
- Ensured consistent branding messages and collaborated cross-departmentally.

**Senior Women's Fashion Copywriter | Garnet Hill | 2000-2005**

- Developed targeted print and digital content working in collaboration with the Merchandising & Marketing Departments.

**Education:**

California Polytechnic Institute, San Luis Obispo, California  
Journalism/Magazine Publication

**Software Skills:**

- Microsoft Office Suite
- Adobe Suite (InDesign & InCopy)
- Database Management
- Project Management