

# Kiley A. Beck

Creative Writing • Copywriting • Editing • Proofreading  
[kileybeck.journoportfolio.com/](http://kileybeck.journoportfolio.com/)

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## EXPERIENCE

### Tommy Bahama, Seattle — Copywriter

NOVEMBER 2021 - PRESENT

- Lead writer on omni-channel campaigns from conceiving to execution.
- Development of seasonal storytelling that creatively aligns with business goals and grows brand identity.
- Interpret briefs to write engaging, top-performing emails that drive site visits and revenue.
- Write compelling website copy, PDP descriptions, and social media posts (paid and organic) with a strong brand voice.
- Interview fellow employees and conduct research to craft engaging, story-driven blog posts.
- Collaborate cross-functionally to develop strategic copy for the brand's retail, e-commerce, restaurants and bars, and resort.
- Train and mentor new team members.
- Proofread all digital and print copy.
- Keep up with changing direction, priorities, and timelines.

### Fitt, Remote — Contributing Writer

OCTOBER 2018 - MARCH 2020

- Wrote features and list-style articles on a range of local topics.
- Communicated with editors to revise articles.
- Audited previously existing articles for accuracy and relevance.
- Researched and wrote monthly newsletter.
- Pitched new content ideas to editorial team.
- Curated local events and input into custom CMS to maintain calendar webpage.

## EDUCATION

### University of Washington, Seattle — Creative Writing

- Cum laude
- Minor in Spanish
- Wrote for student newspaper *The Daily of the University of Washington*
- Essay published in student travel magazine *Voyage*
- Nominated for Eugene Van Buren Fiction Award, March 2018

## SKILLS

Creative writing  
Brand copywriting  
Blog content writing  
Proofreading  
Versatile, adept storytelling  
Attention to detail

## PROJECTS

### Griller Apron GWP Tommy Bahama

Lead writer on collectible gift with purchase campaign.  
Promotion sold out in 48 hours.

### Indigo Palms™ launch Tommy Bahama

Owned new denim collection launch and wrote all omni-channel campaign materials from individual style positioning to the educational blog post to emails and more.

## PUBLICATIONS

*In the Middle of Winter* Route 7 Review • December 2018

*Blue Orange* America's Emerging Writers: An Anthology of Fiction (Volume One) • November 2018