



Kiley A. Beck

Location: Seattle, WA **Phone:** (651) 408-2963 **Email:** kileyb28@gmail.com
LinkedIn: linkedin.com/in/kiley-beck **Portfolio:** kileybeck.journoportfolio.com

OVERVIEW

Creative writer. Copywriter. Editor. Proofreader.

With years of experience as a writer, I have a proven track record of crafting top-performing copy that's driven revenue and grown brand awareness. I've worked in the luxury retail, health and wellness, and hospitality and service industries, and have developed versatile writing skills to match, creating on-brand messaging that resonates.

WORK EXPERIENCE

11/2021 – present
Seattle, United States

Copywriter II Tommy Bahama

- Lead writer on omni-channel campaigns from conceiving to execution, including product launches and promotions.
- Develop 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 copy for digital marketing initiatives, including web, social media, and email, that marries seasonal narratives, business needs, social media best practices, and current trends.
- Craft product description copy that is informative yet branded.
- Collaborate cross-functionally with designers, merchandising, and marketing to create strategic copy.
- Workshop ideas and brainstorm as part of a team, incorporating feedback from partners to optimize performance.
- Train and mentor new team members.
- Proofread all digital and print copy.
- Expertly manage multiple projects to deliver assets on deadline.
- Utilize AI tools like ChatGPT in order to streamline workflows and maximize efficiency.

10/2018 – 03/2020
Remote

Contributing Writer Fitt

- Wrote short -form posts and long-form editorial features.
- 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 and maintained local events calendar webpage.

EDUCATION

08/2015 – 06/2018
Seattle, United States

English: Creative Writing, Spanish | Bachelor of Arts University of Washington

- Cum laude.
- Wrote for newspaper The Daily of the University of Washington.

SKILLS

Proofreading

Figma

Microsoft Office

Google Workspace