



Kiley A. Beck

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OVERVIEW

Creative writer. Copywriter. Editor. Proofreader.

Versatile writer with a proven track record of crafting top-performing copy that drives revenue and grows brand awareness. Years of experience in the luxury retail, health and wellness, and hospitality and service industries have cultivated a strategic skill set for creating on-brand messaging that hits its target and truly resonates.

WORK EXPERIENCE

11/2021 – present
Seattle, United States

Copywriter II Tommy Bahama

- Lead copy strategy on omnichannel campaigns from concepting to execution, including product launches and promotions.
- Develop seasonal storytelling that creatively aligns with business goals to enrich brand identity.
- Interpret briefs to write top-performing messaging that drives site visits and revenue.
- Craft engaging copy for digital marketing initiatives, including web, social media, and email, that marries seasonal narratives, business needs, social media best practices, and current trends.
- Convert technical details into approachable, informative customer-facing product descriptions.
- 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.

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

Seattle, United States

English: Creative Writing | Bachelor of Arts University of Washington

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

SKILLS

Proofreading

Blog writing

A/B testing

SEO copywriting