

Kiley A. Beck

Creative Writing • Copywriting • Editing • Proofreading

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EXPERIENCE

Tommy Bahama, Seattle — Copywriter

NOVEMBER 2021 - PRESENT

- Lead writer on omni-channel campaigns.
- Development of seasonal storytelling that aligns with business goals and grows brand identity.
- Interpret briefs to write engaging emails that drive clicks and sales.
- Write branded, compelling website copy and blog content.
- Collaborate with designers to gain product knowledge in order to develop strategic positioning and write educational, aspirational PDP descriptions.
- Train and mentor new team members.
- Proofread all digital and print copy.
- Work with cross-functional partners to deliver assets to stakeholders on deadline.
- Manage constantly changing workloads, timelines, and priorities.

Fitt, Remote — Contributing Writer

OCTOBER 2018 - MARCH 2020

- Wrote features and list-style articles on a range of local topics.
- Communicated with editors to improve articles and maintenance of brand voice.
- Audited previously existing articles for accuracy and relevance.
- Researched and wrote monthly newsletter.
- Curated local events and input into custom CMS to maintain calendar webpage.

EDUCATION

University of Washington, Seattle — Creative Writing

AUGUST 2015 - JUNE 2018

- Cum laude
- Minor in Spanish
- Wrote for student newspaper *The Daily of the University of Washington*
- Essay published in student travel magazine *Voyage*

SKILLS

Creative writing
Brand copywriting
Blog content writing
Proofreading
Written and verbal communication
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.

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

AWARDS

Eugene Van Buren Fiction Award nomination
University of Washington • March 2018