

Kiley A. Beck

Creative Writing • Copywriting • Editing • Proofreading

CONTACT

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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.
- Conduct interviews and 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 for correct grammar and style.
- 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