



Kiley A. Beck

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OVERVIEW

Senior copywriter with 5+ years of experience crafting editorial copy and brand storytelling across channels. At Tommy Bahama, led campaigns from conceiving through execution and shaped brand voice, mentored junior writers, and delivered top-performing messaging across email, social, print, and digital. A strategic thinker and creative problem solver with a passion for storytelling.

WORK EXPERIENCE

11/2021 – present
Seattle, United States

Copywriter II Tommy Bahama

- Act as lead copywriter on omnichannel campaigns from conceiving to execution, including product launches, seasonal promotions, and editorial content series across in-store, print, email, digital, out-of-home, and social channels.
- Evolve Tommy Bahama's brand voice and tone, developing editorial frameworks and style resources that guide consistent, on-brand messaging across the team.
- Develop seasonal storytelling that creatively aligns with business goals and enriches brand identity.
- Write and edit long-form blog features.
- Craft engaging organic social posts that balance brand with trend.
- Interpret creative briefs to produce top-performing messaging that drives opens, clicks, and revenue
- Write web copy from homepage hero moments to PDP descriptions.
- Convert technical product details into approachable, customer-facing product copy.
- Mentor and coach junior team members by reviewing work, providing editorial feedback, and leading brainstorming sessions to elevate the team's output.
- Partner cross-functionally with designers, art directors, merchandising, and marketing to develop strategic copy.
- Present creative work to senior leaders and project stakeholders, leading productive and efficient creative discussions.
- Proofread print and digital assets to ensure adherence to editorial standards.
- Manage multiple projects simultaneously, consistently delivering assets on deadline in a fast-paced environment.

10/2018 – 03/2020
Remote

Contributing Writer Fitt

- Wrote short-form list posts and long-form editorial features.
- Pitched new content ideas to the editorial team and curated a monthly e-newsletter.
- Audited existing content for accuracy, relevance, and style consistency.

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.

ADDITIONAL SKILLS

– TOOLS & PLATFORMS

Microsoft 365

Google Workspace

Figma

Robohead

ADDITIONAL SKILLS

– INDUSTRY-SPECIFIC SKILLS

Fashion, Lifestyle & Retail
Copywriting

SEO Copywriting

A/B Testing

AP Style

– SOFT SKILLS

Time Management

Adaptability & Problem-
solving

Attention to detail

Collaboration