

MONICA LUCAS

Copywriting | Marketing | Branding | Social Media
Digital Strategy | Staff Development | SEO | Content Creation

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Storyteller who believes a clear and concise message will inspire, connect, and convert readers. Experienced marketing leader and project manager with demonstrated success leading writing teams to create large amounts of branded content that delivers high-volume results. Honest, inspiring and dedicated. Works well cross-functionally with marketing, sales, external vendors, and upper management.

PROFESSIONAL EXPERIENCE

Driveway, Portland, OR

2020 - present

Head of Content, Marketing

Building a brand voice and tone for a startup website backed by Lithia Motors, Inc. Saved the company \$100K monthly by bringing social media creative in house.

Oliver Agency, Portland, OR

2019 - 2020

Senior Copywriter

Partnered with the adidas North American Brand Design team on retail and wholesale assets. Switched roles to leading a pilot team creating global digital toolkits during COVID.

Nike, Beaverton, OR

2015-2018

Digital Content Manager

Hired to lead a team of internal and external copywriters to create content for product description pages on a globally scale.

- Created a strategic plan to update Nike.com copy to sound more consumer friendly.
- Managed writers to produce product copy for 30,000 styles annually at 89% readiness rate.
- Successfully transferred SNKRS editorial storytelling to bring a brand voice to the popular app.

The Home Depot, Atlanta, GA

2013-2015

Content/Copywriting Manager

Directed a team of copywriters to create branded content for a printed catalog and online experience for Home Decorators Collection.

ADDITIONAL EXPERIENCE

- Managed a team of 3 copywriters
- Wrote catalog and packaging copy, campaign and naming projects for **Kohl's**.
- Created packaging copy for **Hasbro** toys including **Sesame Street** and **Littlest Pet Shop**.
- Created a digital voice for **Carter's** children's clothing through compelling content while leading a team of 3 copywriters.
- Won several awards for creative thinking and problem solving including "The Big Idea" award and the 3M Innovations award while working as a Senior Copywriter at **Target**.

EDUCATION

University of South Carolina, **Bachelor of Arts (BA)**, Journalism and Mass Communications,
University of South Carolina, Columbia, SC

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