

## PROFESSIONAL EXPERIENCE

**Senior MR PORTER Product Writer**, YOOX Net-a-Porter 05/16 – present

- Craft concise product copy across all menswear categories (up to 20 products daily), including ready-to-wear, accessories and grooming; flex onto NAP to meet capacity goals and deadlines
- Write designer landing page copy for new brands and assist with on-site auditing
- Serve as fine watch specialist: manage studio sample flow, schedule and run brand academies for all studio teams, compose learning materials for global PE team and present in monthly meetings, conduct on-site audits for accuracy and tone refresh, liaison with buying teams for data acquisition/brand positioning
- Chosen as point person for the PE team; attend weekly production and POC meetings; manage priority sample flow, like sneaker launches and exclusive capsule collections; work as liaison with production team
- Brainstorm, develop and implement strategies to remove blockers and improve studio flow/productivity
- Work with sub-editors to streamline copy and conduct on-site audits
- Develop a comprehensive encyclopedia (*MrPedia*) of brand bios, designer quotes and useful phrases
- Train new hires and assist with editing on an ad hoc basis

**Zumba Instructor/Jammer/Independent Contractor**, Zumba Fitness, LLC. 08/08 – present

- Serve as mentor and conduct learning sessions for other instructors
- Organize fundraisers through all stages of production and manage instructor teams

**Senior Product Writer**, Net-a-Porter 04/15 – 05/16

- Wrote product copy across all NAP categories, including ready-to-wear, beauty and accessories
- Created marketing materials for special collaborations, holiday mailers and exclusive launches
- Acted as fine jewelry specialist: worked with buyers to streamline category, developed style guides and trained new hires, conducted interviews with designers and created presentations for global team

**E-Commerce Copywriter**, Bed Bath & Beyond, Union, NJ 12/13 – 04/15

- Composed compelling product copy and SEO content for [www.bedbathandbeyond.com](http://www.bedbathandbeyond.com)
- Managed the jewelry category and worked as a liaison for data acquisition
- Worked with the merchandising team to streamline content for email blasts, mailers and seasonal pushes
- Managed priority workflow lists for in-house brands and third-party vendors
- Supervised copy production for circulars
- Retro-fitted website to adhere to more detailed style guides and standards

**E-Commerce Copywriter**, Barneys New York, Lyndhurst, NJ 12/11 – 12/13

- Created product copy across all categories for [www.barneys.com](http://www.barneys.com) and [www.barneyswarehouse.com](http://www.barneyswarehouse.com)
- Wrote specialized, well-informed brand headers and biographical intros for collections
- Authored the company's shoe copy template and trained new hires in the category
- Headed the designer shoe copy process at fast-paced off-site photo shoots for each season's market week and special initiatives (lookbooks and mailer campaigns)
- Presented/analyzed content from Barneys' marketing blog, *The Window*; pitched ideas for new posts
- *Freelance copywriter/editor/proofreader 12/11 – 3/12*

## EDUCATION

- Seton Hall University, South Orange, NJ
- BA in English with a Minor in Writing, 2010
- 3.98 GPA, Summa Cum Laude