

# Sarah Reyes

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## Experience

JULY 2021 - PRESENT

### **Hot Topic Inc., Los Angeles** – Copywriter, BoxLunch

- Conceptualize, write, and edit compelling campaign copy, including product descriptions, social media, web copy, emails, catalogs and marketing collateral
- Bring the brand voice to life, while conveying the appropriate tone
- Efficiently work within tight deadlines to manage projects and write concise content

FEBRUARY 2019 - JANUARY 2020

### **Creative Age Publications, Van Nuys** – Associate Editor, Beauty Store Business, Nailpro

- Brainstorm and assign all articles for monthly print issue and digital while managing social media accounts
- Collect, process and manage freelancer invoices and relationships
- Act as brand liaison, building and maintaining relationships with cosmetics and skincare companies and coordinating promotional product deliveries

NOVEMBER 2018 - FEBRUARY 2020

### **Apex Innovation, Los Angeles** – Content Writer, Joi Hair

- Research and produce clear industry-related marketing copy to promote brand products
- Create engaging SEO-friendly content for website relaunch

MAY 2018 - OCTOBER 2018

### **Cointime US, Los Angeles** – Managing Editor, Cointime.com

- Report and edit brief news stories on blockchain project analysis and hold exclusive interviews while assigning stories to other writers

## Education

FEBRUARY 2014 - DECEMBER 2016

### **California State University, Northridge** – Bachelor's of Arts

- English - Creative Writing/English - Subject Matter

## Skills

- Bilingual: English/Spanish
- Exceptional verbal and written communication skills, logical thinking, organized, works well on team, attention to detail
- Strong background in pop culture, gaming, and beauty