

SARAH REYES

COPYWRITER | CRM MARKETING | INFLUENCER OUTREACH

Los Angeles, CA | (818) 653-2302 | sareyes2@gmail.com | linkedin.com/in/sarah-reyes-a13ab6134

PROFESSIONAL SUMMARY

Cross-channel copywriter and marketer with experience developing high-volume, brand-right messaging for email, SMS, app push, web push, site, social, and influencer communications. Skilled at moving campaigns from brief through launch by partnering with Creative, CRM, Site Operations, Engineering, and Content teams, with a sharp eye for voice, accuracy, and last-minute execution.

EXPERIENCE

Fashion Nova | Los Angeles, CA FEB 2025 - PRESENT

Copywriter, Influencer Outreach

- Own copy development across email, SMS, app push, web push, site, and social, translating campaign briefs and promotional calendars into cohesive, channel-specific messaging.
- Partner cross-functionally with Creative Marketing, CRM, Design, Content Creation, Site Operations, and Engineering to align messaging, troubleshoot updates, and move high-volume campaigns from concept through launch.
- Write subject lines, preheaders, email body copy, SMS, push notifications, web headers, and social copy while maintaining Fashion Nova's voice across women's, men's, kids', and lifestyle campaigns.
- Lead influencer outreach copy for BFCM and other priority initiatives, creating multiple email templates for mass distribution and editing or rewriting stakeholder drafts for clarity, consistency, and conversion-focused messaging.
- Coordinate with Site Operations and developers to schedule influencer and CRM sends, secure Klaviyo access, and make rapid live edits during high-volume promotional periods.
- Proofread and quality-check briefs, wireframes, designed emails, Klaviyo builds, tests, social assets, and media-account captions against marketing trackers and promotional calendars before deployment.
- Collaborate with stakeholders on brand voice and storytelling, balancing creative direction with promotional accuracy, legal offer language, channel requirements, and tight deadlines.
- Support BFCM and other peak campaigns with increased copy volume and time-sensitive after-hours, weekend, and holiday revisions.

NEWhere Inc. / CBDfx | Los Angeles, CA NOV 2023 - MAY 2024

Copywriter + Social Media Coordinator

- Created engaging, persuasive copy for CBD and wellness products across blogs, social media, and digital marketing channels.
- Collaborated with Marketing, Design, and Product Development to support brand objectives and campaign execution.
- Adapted tone and messaging for audiences ranging from CBD enthusiasts and wellness consumers to first-time customers.

Hot Topic Inc. / BoxLunch | Los Angeles, CA JUL 2021 - NOV 2023

Copywriter

- Developed and edited campaign content including product descriptions, social posts, web copy, emails, catalogs, and marketing materials.
- Partnered with the lead copywriter to define brand voice and apply a consistent tone across customer-facing communications.
- Managed concurrent projects under tight deadlines while delivering concise, accurate, and culturally relevant copy.

Creative Age Publications | Van Nuys, CA FEB 2016 - JAN 2020

Associate Editor, Beauty Store Business + NAILPRO

- Led content ideation and assignment for monthly print and digital issues while overseeing social media publishing.
- Managed freelancer relationships, invoices, deadlines, and project deliverables.
- Cultivated partnerships with luxury beauty and wellness brands and coordinated promotional product deliveries.

EDUCATION

California State University, Northridge | Bachelor of Arts, English - Creative Writing / Subject Matter | 2016

CORE SKILLS

CRM & Lifecycle Copy | Influencer Outreach | Email Marketing | SMS | App Push | Web Push | Site Copy | Social Media | Klaviyo | Copy Editing & QA | Brand Voice | Cross-Functional Collaboration | Campaign Execution | English / Spanish

PORTFOLIO

Writing: sarahreyes.journoportfolio.com | Creative: sarahreyes.my.canva.site