

# AHNIKA WHITE

## COPYWRITER

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<https://ahnikawhite.journoportfolio.com/>

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I'm a B2C copywriter with experience in creative strategy, multi-channel marketing, and campaign conception in the retail industry. With branding and strategy kept in focus, I embrace tone of voice until it becomes a second language, I stop to admire (and analyze) marketing signage most people breeze by, and I can spot a misused hyphen a mile away.

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### PROFESSIONAL EXPERIENCE

#### TJX COMPANIES

Jan 2023 - Present

##### Senior Copywriter

Responsibilities:

- Lead copywriter in digital and retail space.
- Weekly/triggered email campaigns, site updates, store signage, seasonal campaign concepts and grand openings.
- Ad hoc requests from cross-functional teams.

#### AHNIKA WHITE CREATIVE SERVICES

Nov 2017 - Present

##### Freelance Copywriter

Brands I've worked with:

- Target, Amazon, Calvin Klein, Abercrombie & Fitch, abercrombie kids, 1-800 Flowers, 24 Hour Fitness, CAT, Thirty One Gifts, Evsie, Maurices, Unite Hair, Kitsch, Saint and Sofia, Zeelander, Lili's Active, Overseasy, Wave Apothecary, TWOK London, Suncare Central and NOVA California

#### ABERCROMBIE & FITCH

Jan 2019 - Jan 2023

##### Senior Copywriter

Started as an assistant copywriter and worked my way up into a senior position where I was lead copywriter on campaign concepts and copy direction for the kids brand and worked in tandem with the senior copy manager on the adults brand for campaign concepts season over season.

Responsibilities:

- Seasonal concepts, campaign creative & copy direction, working with cross-functional partners and presenting to senior leadership.
- Partner with design and strategy teams on weekly email & paid ad copy.
- Partnering with merchant teams for on-product marketing & store signage.
- Product, fabric and franchise naming (and securing legal approval).
- Ad hoc tasks from creative leadership team.

#### ZULILY

Feb 2018 - Jan 2019

##### Product Copywriter

Responsibilities:

- Write original, effective and compelling product copy that reflects the zulily brand.

#### GREAT LAKES PUBLISHING

Sep 2017 - Feb 2018

Editorial Intern Responsibilities:

- Participating in editorial meetings & learning to assign content and manage freelance writing.
  - Fact checking, researching stories & listings, copyediting & short feature stories.
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## EDUCATION

### UNIVERSITY OF LIMERICK

Masters in English Literature

### UNIVERSITY OF MINNESOTA

Bachelors in English Literature

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## REFERENCES

### ABIGAIL GERBER

Copy Director | Abercrombie & Fitch

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(330) 614-0203

### KIRSTEN SCHWARTZEL

Senior Copy Manager | Abercrombie & Fitch

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### KATIE ENGLISH

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