

AHNIKA WHITE

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PROFILE

I am an American citizen and native speaker currently located in the Netherlands. I embrace brand voice until it becomes my second language, stop to admire marketing signage most people breeze by, and actually have a strong opinion about the Oxford comma.

EDUCATION

UNIVERSITY OF LIMERICK

Master of Arts in English Literature

Limerick, IE
September 2016 – September 2017

- Contributing Editor for *The Ogham Stone*
- UL Ladies Soccer
- UL International Student Ambassador

UNIVERSITY OF MINNESOTA

Bachelor of Arts in English Literature

Minneapolis, MN
September 2011 – May 2015

- Contributing Editor for *Ivory Tower Literary Undergraduate Magazine*
- Chi Omega Women's Fraternity
- Make-A-Wish Fundraiser

EXPERIENCE

FREELANCE COPYWRITER

Freelance Copywriter

Remote
September 2017 - Present

- Creating on-brand, consumer-facing copy for various brands/companies.
- Brands/Companies I've worked with: Abercrombie & Fitch, NOVA of California, Suncare Central, Liliias Activewear, TWOK London, Vivial Media, and Wave Apothecary.

ABERCROMBIE & FITCH CO.

Copywriter / Freelance Copywriter

New Albany, Ohio / Remote
January 2019 - April 2020

- Collaborate with our internal design and strategy teams to develop brand-right and engaging email campaigns that drive sales and consumer experience.
- Partnering with merchant teams to write informative product descriptions using industry-standard fashion terms.
- Product naming. Brainstorming ideas & securing legal approval.
- On-product marketing (copy on packaging, hang tags, store signs, etc.)
- Completing ad hoc requests from copy manager and senior copy manager (paid ads, campaign copy, landing page copy, etc.)

ZULILY

Production Copywriter

Gahanna, Ohio
February 2018 - January 2019

- Write original, effective and compelling product copy that reflects the zulily brand.
- Work with merchant teams to accurately and effectively communicate product information and scrupulous dedication to detail and the follow through to obtain it.

MOVE EASY

Content and Social Media

Columbus, Ohio
September 2017 - January 2018

- Manage social media channels through Hootsuite.
- Create engaging content for company blog and social media accounts that aims to inform and captivate consumers and potential clients, as well as advertising the company and its partnerships to promote business.

GREAT LAKES PUBLISHING

Editorial Intern

Dublin, Ohio
September 2017 - January 2018

- Participating in editorial meetings and learning the process of assigning content and managing freelance writing.
- Fact checking, researching stories and listings, copyediting, as well as writing short feature stories.

VERGE MAGAZINE

Writer

Remote
April 2016 - August 2017

- Featured writer on magazine's online travel blog for topics relating to living abroad.
- Pitch and write own articles surrounding experiences as an international graduate student.
- Aim not only to inform readers with honest insight, but also to inspire readers to pursue a life abroad as well.

ADDITIONAL INFORMATION

SKILLS : Retail, Microsoft Office, Written and Oral Communication, Research, Analytical, Collaborative, Adaptable & Ambitious.