

# KATE AUCELLA

SENIOR FASHION & BEAUTY COPYWRITER

***“Clothes-minded copy, tailored to fit your brand.”***

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Portfolio:  
<https://kateawriteaway.journoportfolio.com/>

Published Articles:  
[http://ezinearticles.com/expert/Kate\\_Aucella/406523](http://ezinearticles.com/expert/Kate_Aucella/406523)

## **WRITING EXPERIENCE:**

### **STRATEGIC PARTNERS**

Chatsworth, CA  
*Senior Copywriter, April 2018-present*

- Write product, web and catalog copy for professional medical scrub brands: Cherokee Uniforms, Infinity by Cherokee, Dickies Medical, ELLE Medical Apparel, Heartsoul, Tooniforms and Classroom Uniforms.
- Create marketing, catalog and social content for new all new collections and launches.
- Collaborate with brand managers and Art Director on slogans, taglines and creative copy for their respective brands or collections.
- create and revise product specifications for Infinity Footwear
- Revise existing website content for select signature brands and collections.
- Conduct periodic SEO and competitive research to gauge keyword searches, best-practice protocols for product and web copy and Ecommerce marketplace trends.

### **DISNEY'S MOVIES ANYWHERE**

Burbank, CA *Copywriter/Editor, Sept 2017*

- Joined marketing team for the launch of MOVIES ANYWHERE (formerly DISNEY MOVIES ANYWHERE), an all-in-one movie app that links to digital retailers Amazon, iTunes, Google Play & Vudu.
- Provided creative, technical and branding copy for: web and landing pages, welcome email drip, social media posts, category slider titles.
- Proofed and edited company Style & Brand Guides, digital retailer content, outgoing docs and general brand copy.

**FIGS**, West Los Angeles, CA *Freelance*  
*Copywriter, March 2017-Jan 2018*

- Wrote product copy, marketing emails, social media posts and promotional content.
- Wrote product description and Instagram content for FIGS' best-selling 'Yola Skinny Scrub Pant.'

- Named FIGS' "Off-the-Rx-ecord" brand ambassador program and created corresponding content for each of the ambassadors.

**CHARMING CHARLIE**, Los Angeles, CA  
*Lead Copywriter, 2013-2016*

- Managed team of 2-4 Direct Report copywriters, assigned and oversaw copywriting and marketing projects, approved timesheets, mentored writers.
- As a team, wrote 300-350 product descriptions per week (30-35/day), floorset category copy, website banners, landing page content, headlines & sub-copy, store signage.
- Edited 300-350 product descriptions weekly, prior to publishing, revised marketing copy, fulfilled merchandise requests for creative name and/or copy changes.
- As a team, wrote 300-350 SEO Meta Titles & Meta Descriptions per week; URL's, Alt Tags, Home Page Content, Keywords.
- Edited 300-350 SEO Titles, Meta Descriptions per week.

**MISS PROFESSIONAL NAIL**, Gardena, CA  
*Lead Copywriter & Media Rep, 2011-2013*

- Rebranded SATION nail polish for launch of Ecommerce site [www.misspn.com](http://www.misspn.com); named and wrote product descriptions for the line's top 100 colors and all new colors; collaborated with Creative Director on themes, collections, campaigns.
- Wrote and distributed Press Releases for new nail collections and joint ventures: *ipsy, Allure & Working Wardrobes' Cinderella Project*; created names for nail polish featured in *Allure's Fall & Holiday Beauty Boxes: Front Row Flasher & Of Corset I Love You*.
- Attended charity events, spearheaded Miss' joint venture with ten charities from the Women's Alliance (WA), to receive donations of SATION polish.
- Administrator of Miss's Social Media channels; posted weekly photos and content, coordinated contests, giveaways and promotional projects; monitored customer interaction and engagement.
- Acquired a network of 25+ Beauty Bloggers to review Sation nail polish, including *The Polishaholic* (16,000 followers) & *Let Them Have Polish* (6,000 followers); coordinated shipping, receiving and follow-up.
  - <https://www.facebook.com/MissProfessionalNail>
  - <https://twitter.com/MissProNail>
  - <http://pinterest.com/misspn/>
  - <http://www.youtube.com/user/MissProNail>

## **CONTRACT CLIENTS:**

**LAUNCH DRTV**, El Segundo, CA  
*Senior Copywriter/Copy Editor, April 2017- April 2018*

LAUNCH Clients: Murad Resurgence, Volaire, Specific Beauty, Dr. Denese, Crepe Erase

- Wrote web page content and headlines, Instagram and Facebook ad copy, email marketing (welcome & 'winback' retargeting series'), product descriptions, how-to's for each client as needed.
- Edited copy and content for existing or outgoing material as needed.
- Collaborated with VP of Client Services and Marketing Supervisors on new campaign themes, calendars and creative assets.

**FREEMAN BEAUTY**, Los Angeles, CA  
*Senior Copywriter*, February 2016

- Created names, copy and marketing material for Freeman's new line of facial masks.

**CURVY COUTURE**, Los Angeles, CA  
*Senior Copywriter*, May 2016-June 2017

- Created names and copy for Curvy Couture's new lingerie items and revamped existing product descriptions with customer-facing SEO language.

**CLEVER CREATIVE**, Los Angeles, CA  
*Marketing Copywriter*, July 2016-present

- Collaborated with Clever CEO and team to develop company names for Ecommerce startups.

**T3 PROF. HAIR STYLING**, Los Angeles, CA  
*Copywriter*, April 2013

- Submitted names for new 'Single-pass' flattening iron and wrote related content for packaging.

**GUESS JEANS**, Los Angeles, CA  
*Temp Copywriter*, 2011

- Wrote product copy for all lines: *Guess, Guess by Marciano, Guess Kids, G by Guess*; created promotional and sale headlines.

**DEETRA Jewelry & Accessories**, Los Angeles, CA  
*Creative Copywriter*, April 2009

- Created names and descriptions for original shoe & boot accessories; wrote Press Release.

## **EDUCATION:**

**SALEM STATE UNIVERSITY**, B.S., Communications/English with concentration in Public Relations, May 2000

## **INTERNSHIPS:**

**SALEM STATE LOG** Writing Practicum, Salem, MA  
*Arts/Entertainment Reporter*, 1999

- Wrote weekly articles covering local and on-campus events and speakers.

**SPLASH LA** (entertainment e-zine), Los Angeles, CA *Fashion/Entertainment Writer*, 2006

- Submitted online articles covering movie reviews, product launches & industry events including LA Fashion Week 2006 at Smashbox Studios.

[http://www.lasplash.com/user/1923-Kate\\_Aucella/articles](http://www.lasplash.com/user/1923-Kate_Aucella/articles)

## **SKILLS:**

Microsoft 365 Suite, CMS platforms: Magento, Shopify, Google Docs, Sheets, Trends, Analytics.