

KATE AUCELLA

SENIOR COPYWRITER

FASHION. BEAUTY. LIFESTYLE.

“CLOTHES-MINDED COPY, TAILORED TO FIT YOUR BRAND.”

11829 Culver Blvd.
Los Angeles, CA. 90066
(310) 490-5146
Kauc11@gmail.com

WRITING EXPERIENCE:

CAREISMATIC BRANDS (formerly Strategic Partners)

Sherman Oaks, CA *Social Copy Manager*,
Marketing April 2018-May 2025

- Created product, web and catalog copy for all scrub brands: Cherokee Uniforms, Dickies Medical, Medelita, Med Couture, Careisma skincare, Classroom Uniforms, Tooniforms (Disney), Footwear
- Wrote and oversaw social media content on key platforms catered to HCPs (healthcare pros)
- Delivered weekly copy to Media Director for unique brand ambassador and influencer assets
- Wrote weekly B2B and D2C email copy for multiple brands; D2C launches, new lines, partnerships
- Developed distinct tones for each brand, tailoring content to create its own “swim lane”
- Worked with brand managers and Art Director on slogans and creative copy for their projects
- Conducted SEO research and analysis to gauge keywords, buying trends, industry demand

DISNEY’S MOVIES ANYWHERE Burbank,

CA *Copywriter/Editor (Contract)*, Sept 2017

- Assisted the marketing team for the launch of MOVIES ANYWHERE (formerly DISNEY MOVIES ANYWHERE), a storage app that links to digital retailers Amazon, iTunes, Google Play and Vudu
- Provided creative, technical and brand copy for web and landing pages, emails, social, category titles
- Proofed and edited company Style & Brand Guides, digital retailer content and outgoing docs

FIGS, West Los Angeles, CA

Freelance Copywriter, March 2017-Jan 2018

- Wrote product copy, marketing emails, social posts, sales verbiage and unique brand content
- Wrote product description and Instagram content for FIGS’ best-selling ‘Yola Skinny Scrub Pant’
- Named FIGS’ “Off-the-Rx-ecord” brand ambassador program; wrote content for the ambassadors
- Proofread and edited copy as needed

CHARMING CHARLIE, Los Angeles, CA

Lead Copywriter, 2013-2016

- Managed team of 2-4 Direct Report copywriters; assigned and oversaw writing/marketing projects
- As a team, wrote 350+ product descriptions/week, with SEO meta titles, URL's, alt tags, keywords
- Edited and revised all copy and product descriptions as needed, prior to publishing
- Wrote floorset category copy, web banners, landing pages, headers, sub-headers, store signage

- Fulfilled merchandise requests for creative name or technical copy changes
- Approved timesheets, mentored writers, held 1:1 feedback sessions

MISS PROFESSIONAL NAIL, Gardena, CA

Lead Copywriter & Media Rep, 2011-2013

- Wrote for SATION nail lacquer's epic rebranding and launch of its D2C ecommerce site
- Created Facebook, Twitter and Pinterest accounts from the ground up; acting admin to all
- Wrote product descriptions and content for all new colors
- Collaborated with Creative Director on themes, collections and innovative social campaigns
- Acquired and managed a competitive network of Beauty Bloggers to regularly review Sation polish
- Attended charity events; arranged donations of SATION polish to Women's Alliance (WA) charities
- Wrote and distributed press releases for new lines, private labels and partnerships with *ipsy*, *Working Wardrobes' Cinderella Project & Allure*; created names for nail colors featured in Allure's Fall & Holiday Beauty Boxes

CONTRACT CLIENTS:

LAUNCH DRTV, El Segundo, CA

Senior Copywriter/Copy Editor, April 2017- April 2018

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

- Wrote web page content, click-worthy headlines, social ad copy, email marketing, product descriptions
- Edited copy and content for existing or outgoing material
- Collaborated with VP of Client Services Marketing heads on new campaign themes and creative assets

FREEMAN BEAUTY, Los Angeles, CA

Senior Copywriter, February 2016

- Created names, copy and marketing material for a new line of facial masks, *Feeling Beautiful*

CURVY COUTURE, Los Angeles, CA

Senior Copywriter, May 2016-June 2017

- Created names and copy for new lingerie items
- 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

- Created names for new 'Single-pass' flattening iron and packaging content

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 content, sale headlines and brand verbiage

DEETRA Jewelry & Accessories, Los Angeles,

CA Creative Copywriter, April 2009

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

EDUCATION:

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

STYLE POINTS:

Poshmark Ambassador since 2016: Top-rated seller; acts as Posh mentor to new members

<https://poshmark.com/closet/katiecat11>

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

- Wrote online articles for movie reviews, product launches and industry events
- Attended LA Fashion Week 2006 @ Smashbox Studios; wrote articles for four shows:

http://www.lasplash.com/user/1923-Kate_Aucella/articles

PROGRAMS & PLATFORMS:

Microsoft 365 Suite, Adobe Suite, Google Suite, FIGMA, Magento, Monday, Basecamp, Sprout, Later

Strange but true: I'm a leftie, but can write with my right (sometimes better, actually).