



Lisa Khiev

Freelance Creative Copywriter & Editor

Honest, thoughtful, and idealistic copy approaches to creatively share and engage brand messaging. I create with the intention for brands to *mindfully* connect with their community. Highly organized, intuitive, innovative, and both a creative and pragmatic thinker. Background in PR, Digital Marketing, Content + Social Strategy, Copywriting and Editing.

✉ lisakhiev4@gmail.com

📍 Long Beach, CA

🌐 [linkedin.com/in/lisakhiev](https://www.linkedin.com/in/lisakhiev)

📞 5624136226

📄 lisakhiev.journoportfolio.com/

📷 [instagram.com/lisa.khiev](https://www.instagram.com/lisa.khiev)

SKILLS & COMPETENCIES

- Social Media Savvy
- Writing / Grammar
- Project Management
- Digital Content Management
- Social Strategy
- Squarespace
- Mailchimp
- Flodesk
- Media Relations
- Influencer Relations
- Creative Ideation
- Marketing Support
- Marketing Consulting
- Coordinating
- Communications
- Ideation
- Copywriting + Editing
- Copy Consulting
- Editorial
- Squarespace Web Design
- Messaging
- Google Docs
- Wordpress
- Research
- Outreach
- Highly Organized
- Microsoft Office
- Content Strategy

WORK EXPERIENCE

Digital Copywriter

BUMBLE AND BUMBLE. via THE ESTÉE LAUDER COMPANIES

06/2022 - Present

New York, NY

Bumble and bumble. is a fast-growing, luxury hair care brand located in NYC. It started as an NYC salon in 1977 and evolved into a multi-million dollar brand comprised of 2 salons, a product company that houses a strong in-house creative agency, a direct sales force, and a university for hairdressers and salon owners.

Achievements/Tasks

- Concept, write, and collaborating with designers to create global CRM + promo email newsletters, ad-hoc ads, social and web copy for distribution.

Contact : Terry Brown

Editorial Lead

THE FOX MAGAZINE

02/2020 - Present

Los Angeles, CA

The Fox Magazine is a Black-owned leading source of inspiration for dreamchasers who seek to impact the world and live a fulfilling lifestyle.

Achievements/Tasks

- Supervise fellow editors, managed editorial calendar ideation + scheduling, and writing + editing for brand samples.
- Editorial facilitation + editing for PR articles, brand collaborations + interviews, and cover stories. (i.e. Grammy award-nominated musician **Raja Kumari**)
- Editorial direction & conceptual ideation for evergreen content, listicles, and then, editing + scheduling for publication.

Contact : Mike Fox

Copywriter

GIANT EAGLE

01/2022 - 05/2023

San Francisco, CA

Founded in 1931, Giant Eagle is one of the 40 largest family-operated companies in the US and operates Giant Eagle, GetGo and Market District stores.

Achievements/Tasks

- Concept, write and edit marketing copy for digital and print distribution.
- Email newsletters, signage, print/circular, house + omni-channel ads, mailers, recipes, paid media, SMS + push notifications, and website.

Contact : Meghan Boyd

WORK EXPERIENCE

Digital Strategist

THE BODY: A HOME FOR LOVE

09/2020 - 03/2021

Los Angeles, CA

the body: a home for love is a 501(c)3 and wellness membership space shifting culture around how Black women heal from sexual trauma.

Achievements/Tasks

- Collaborated with lead designer + directors on brand voice, messaging, & copy for marketing campaigns, email newsletters, digital membership, fundraising and partnerships.
- Led conceptual, editorial, and content strategies for digital across channels including content partnerships brands: **Vitruvi**, **Youth To The People**, **Moon Juice**, & more.
- Co-produced *the zine: a home for calm*, a print editorial empowering community members to reclaim + make visible their experience.

Contact : Deun Ivory

Content Marketing & Management

NATURE AND INTENT

12/2018 - 10/2019

Santa Monica, CA

Conscious creative agency based in Los Angeles, CA.

Contact : Kristine Lo

Experiential Events Marketing Coordinator

ASCENDANT PRODUCTIONS + KARMA INTL

05/2017 - 11/2018

Long Beach, CA

Private events production company based in Los Angeles, CA.

Contact : Greg Marer

LATEST WRITING SAMPLES

Instagram Story

On Trend with Giant Eagle [↗](#)

03/2023

Brand Spotlight: CeraVe

Brand Video

Artistry Skin Nutrition Multi-Defense UV PROTECT SPF50+ [↗](#)

02/1/2023

Artistry

Superlative copy for ARTISTRY SKIN's new SPF product launch.

Brand CRM Email

For the Love of Hair [↗](#)

01/17/2024

CRM email re: Bumble and bumble. Gentle Shampoo and Super Rich Conditioner.

Brand Journal

Basics of Self-Healing [↗](#)

10/17/2022

Métange Beauty

Long-form blog post for gua sha and self-care brand Métange Beauty.

EDUCATION

Bachelor of Arts | Communications Studies, Marketing

San Francisco State University

08/2009 - 05/2014

San Francisco, CA

American Exchange Program

Paris Business College, INSEEC

01/2014 - 05/2014

Paris, France

REFERENCES

References upon request or preview via LinkedIn. [↗](#)