

# Robert de Boer

## **Writer, Aspiring Programmer, Renaissance Man**

Middletown, NJ 07748

[drobertthomas@gmail.com](mailto:drobertthomas@gmail.com)

848-466-3504

A published fiction writer, copywriter, budding developer, and aspiring Renaissance-man with a background in e-commerce and publishing seeking new challenges and opportunities for adventure in an organization where I can let my creativity flourish or hone my skills through more collaborative hands-on experience.

Willing to relocate: Anywhere

## Work Experience

---

### **Creative Writer & Editor**

Infinity Classics - Linden, NJ

May 2019 to Present

Lead writer for international fashion brands including MeMoi, Levante, and Natori. Work includes blog content, article writing for partnered publications, packaging copy, marketing & social media copy, branding, and much more.

Some of my responsibilities and achievements include:

- Audit and revision of old site content across all brands in the pursuit of achieving a unified, unique brand voice
- Creative marketing and branding for several new fashion lines including a spa collection, eco-friendly clothing, and loungewear
- Working with major industry publications to bring attention to upcoming seasonal collections
- Writing homepage content and newsletters for fashion design trade shows such as CURVENY
- Writing taglines and package copy for products sold in major fashion retailers across the country
- Writing product copy and content for luxury fashions appearing on high end retail websites such as Saks Fifth Ave
- Maintaining an active company blog with regular style advice and lifestyle pieces
- Working closely with social media department to create written content for email marketing campaigns
- Crafting attention-grabbing content for major marketing campaigns such as a partnership with the Sharsheret organisation for women with breast & ovarian cancer

### **Associate Copywriter**

Bed Bath & Beyond Inc - Union, NJ

April 2018 to Present

In charge of writing detailed descriptions and romance copy for a variety of retail departments including major high-visibility departments such as bedding and clothing, as well as producing copy for marketing campaigns and new web experiences.

Some of my responsibilities and achievements include:

- Crafting succinct, attention-grabbing romance copy that not only sells products, but informs potential customers why they should care about our products
- Producing copy for a wide range of retail categories such as bedding, home decor, outdoor furniture & accessories, adult and children's clothing, electronics, appliances, toys, and holiday decor
- Effectively communicating product features to better inform customers on what they're purchasing
- Consistently exceeding company standards on weekly copy throughput to effectively double my required weekly output for web-ready products
- Assisting in stress-testing and revising current company-wide copy standards, guidelines, and style guides
- Quickly learning proprietary software and becoming a leading team subject matter expert within only a few months of being hired on

### **Business Content Analyst & Coordinator**

Bed Bath & Beyond Inc - Union, NJ

June 2015 to April 2018

Acted as content gatekeeper for several Fortune 500 retail websites including Bed Bath & Beyond, Bed Bath & Beyond Canada, and buybuy BABY. This role saw me taking on a wide variety of duties such as creating graphics for marketing campaigns, writing copy for new web experiences, improving the SEO of digital brand landing pages, and improving the company's coupons and offers program.

Some of my responsibilities and achievements include:

- Acting as a project manager and business analyst for the international launch of the MyOffers program, streamlining existing coupon content processes and assisting company leadership in bringing the experience to the web to increase use of coupons among customers
  - Leading my team in updating several thousand digital brand landing pages and category landing pages with better SEO copy, resulting in a 40% increase in traffic to these updated pages and more sales overall
  - Identifying inefficiencies in e-commerce processes through gap analysis and leading key stakeholders through plans to improve these areas, resulting in increased team efficiency and output while minimizing overall workloads to ensure quality end results
  - Planning, organizing, and executing multiple site-wide marketing content updates on a weekly basis for national and international websites
  - Adhering to strict quality assurance standards by carefully reviewing all content before its made public, as well as bringing sub-par content up to company standards and working with stakeholders to close any gaps
  - Building business relationships with a variety of other departments and spearheading weekly meetings with department representatives to ensure all teams are aware of current and upcoming company web initiatives
- Became a subject matter expert in companies proprietary Oracle-based Content Management System, regularly teaching and tutoring others in learning the system and its applications

## Education

---

### **B.A. in English Literature (In Progress)**

## Skills

---

- Quality Assurance (5 years)
- Dreamweaver (2 years)
- Excel (3 years)
- Project Management (1 year)
- Project Planning (3 years)
- Word (10+ years)
- JIRA (3 years)
- Wordpress (3 years)
- Creative Writing (10+ years)
- Editing (8 years)
- Writing (10+ years)
- Email (10+ years)
- Autodidact (10+ years)
- Copy Writing (6 years)
- Website (7 years)
- Social Media Marketing
- Marketing
- Microsoft Office
- SEO
- CSS3 (Less than 1 year)
- HTML 5 (1 year)
- Python (Less than 1 year)
- Linear Data Structures (Less than 1 year)
- Algorithms (1 year)
- Time Management (5 years)
- Linux (Less than 1 year)
- PyCharm (Less than 1 year)
- Sublime Text (1 year)
- Agile (3 years)
- Scrum (3 years)
- SQL (Less than 1 year)
- Research (10+ years)
- Adobe Photoshop
- Communications
- Powerpoint

## Links

---

<https://www.linkedin.com/in/robwriting/>

## Assessments

---

## **Proofreading — Proficient**

April 2019

Proofreading written texts.

Full results: [https://share.indeedassessments.com/share\\_assignment/qum5xv-lkkihzfpc](https://share.indeedassessments.com/share_assignment/qum5xv-lkkihzfpc)

## **Project Management Skills: Time Management — Highly Proficient**

April 2019

Measures a candidate's ability to prioritize and allocate time to effectively achieve project deliverables.

Full results: [https://share.indeedassessments.com/share\\_assignment/txsbibnv1qd0tlou](https://share.indeedassessments.com/share_assignment/txsbibnv1qd0tlou)

## **Supervisory Skills: Directing Others — Expert**

April 2019

Motivating others through feedback to identify improvements or corrective actions.

Full results: [https://share.indeedassessments.com/share\\_assignment/xs5wj9qh7-dslqys](https://share.indeedassessments.com/share_assignment/xs5wj9qh7-dslqys)

## **Supervisory Skills: Interpersonal Skills — Highly Proficient**

April 2019

Maintaining productive team relationships by identifying conflict and settling disputes.

Full results: [https://share.indeedassessments.com/share\\_assignment/7xnpmnd9u-kb69zf](https://share.indeedassessments.com/share_assignment/7xnpmnd9u-kb69zf)

## **Written Communication — Expert**

April 2019

Measures a candidate's ability to convey written information using proper grammar rules.

Full results: [https://share.indeedassessments.com/share\\_assignment/ifuxb-epowpydefz](https://share.indeedassessments.com/share_assignment/ifuxb-epowpydefz)

## **Marketing — Proficient**

April 2019

Measures a candidate's ability to understand your target audience and how to best communicate with them.

Full results: [https://share.indeedassessments.com/share\\_assignment/z35vgudrfh7ekvdz](https://share.indeedassessments.com/share_assignment/z35vgudrfh7ekvdz)

## **Project Management Skills: Budgeting — Expert**

April 2019

Measures a candidate's ability to manage project budgets by appropriately allocating and monitoring financial resources.

Full results: [https://share.indeedassessments.com/share\\_assignment/frftjs1q35p-ziln](https://share.indeedassessments.com/share_assignment/frftjs1q35p-ziln)

## **Verbal Communication — Expert**

April 2019

Measures a candidate's ability to effectively convey information when speaking.

Full results: [https://share.indeedassessments.com/share\\_assignment/h9fwsj-ypzr8ykea](https://share.indeedassessments.com/share_assignment/h9fwsj-ypzr8ykea)

## **Customer Focus & Orientation — Proficient**

April 2019

Measures a candidate's ability to respond to customer situations with sensitivity.

Full results: [https://share.indeedassessments.com/share\\_assignment/2pf4giqsvkaernc4](https://share.indeedassessments.com/share_assignment/2pf4giqsvkaernc4)

## **Graphic Design — Highly Proficient**

April 2019

Measures a candidate's ability to create visual media to effectively communicate information and concepts.

Full results: [https://share.indeedassessments.com/share\\_assignment/ebfh5a5zznj0invv](https://share.indeedassessments.com/share_assignment/ebfh5a5zznj0invv)

### **Email — Expert**

April 2019

Measures a candidate's ability to effectively compose and organize email messages.

Full results: [https://share.indeedassessments.com/share\\_assignment/eivemm5g0ato3t7d](https://share.indeedassessments.com/share_assignment/eivemm5g0ato3t7d)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Groups

---

### **Pacific Northwest Writer's Association**

August 2011 to August 2013

Associate Member of the PNWA

### **SoftCartel Writer's Collective**

January 2019 to Present

Contributing author of the SoftCartel Literary Magazine and Writer's Collective

### **Woodbridge Science Fiction & Fantasy Writers**

January 2019 to Present

Associate Member

### **Garden State Speculative Fiction Writers**

January 2019 to Present

Associate Member

## Publications

---

### **The Centipede's Dilemma**

<https://softcartel.com/2019/03/10/the-centipedes-dilemma-by-robert-thomas-woods/>

March 2019

Short Fiction

### **Insomnia Press #1: Once There Was...**

<https://issuu.com/insomniapress/docs/insomniapress1/3>

July 2012

Digital Literary Magazine, Editor-in-Chief

### **Insomnia Press #2: Happy Birthday Lovecraft**

<https://issuu.com/insomniapress/docs/insomniapress2/9>

August 2012

Digital Literary Magazine, Editor-in-Chief

### **Wake**

October 2011

Short Fiction in Corvus Magazine (Publication Defunct)

### **Wreck**

April 2013

Short Fiction in Surreal Grotesque Magazine (Publication Defunct)

### **Love is Love: Pride Fashion Collection**

<https://thelingeriejournal.com/the-memoi-pride-2019-love-is-love-collection/>

June 2019

An overview of the Love is Love Pride Month Collection by fashion brand MeMoi, for The Lingerie Journal.

### **MeMoi: About Us**

<https://memoi.com/pages/about>

August 2019

## Additional Information

---

Aside from being an avid writer, I have many other passions and interests that I pursue in my spare time, as I believe no one should ever stop learning or growing as a person. These include:

- Hiking and camping. I love being in nature and escaping to it every chance I get. I've hiked throughout New Jersey, Washington, Oregon, Maine, and New York. I hope to hike the Triple Crown after I retire.
- Nature Conservation. In addition to my outdoor passions, I have also volunteered in Washington and New Jersey with state and national forests to assist with everything from trail maintenance to wildlife inventories.
- Amateur Astronomy. I'm very passionate about space exploration and regularly study its associated fields, as well as travel to observatories for public viewing events. I also regularly support and donate to the International Dark Sky Association.
- Autodidacticism. I regularly research and study in a variety of fields including astronomy, anthropology, history, linguistics, computer programming, literature, folklore, and philosophy, in order to broaden my world view and pursue a variety of other interests.

- Programming and Computer Science. For nearly a year now I've been obsessively teaching myself how to program with Python, regularly taking on projects to increase my overall understanding of development and to learn the foundations of Machine Learning and Data Science. I've created many small programs to automate tasks at work to increase efficiency, and I'm actively working on a few long term, complex projects such as designing a game using Python and Panda3D. In addition I've

undertaken projects such as building my own PC and reformatting an old iMac into a Linux machine running the Fedora distribution, all in order to better understand computers.

- Men's Fashion. I have a sartorial love affair and keep up to date on trendsetters within the world of men's fashion while trying to regularly expand my wardrobe with a mixture of New England Prep and British Country Clothing, as well as Americana and British Workwear.
- Gaming. I'm a born nerd who has been in love with tabletop roleplaying games and strategy games since I was young. Through my life I have not only kept up with this hobby, but I've directly worked with their communities and even game developers such as White Wolf Inc.
- Activism. I regularly support progressive organizations and communities through donations and event participation, such as within the LGBTQ+ community, Feminist & Civil Rights organizations (NOW, ACLU, Planned Parenthood, RAINN), as well as Eco-Conservation efforts such as The Environmental Defense Fund and The Nature Conservancy.