

experience

macys.com / creative

New York, NY

- Senior Copywriter May 2011 – Present
 - Responsible for email, homepage, banner, social media, sitelet, buying guide & product copy across a wide variety of categories
 - Manage annual Holiday Lane project, ensuring 2,000+ pages of additional product copy are completed in 2-month span
 - Train new copywriters & represent department on occasions when manager is unavailable
 - Collaborated with designers in development of interactive “finders,” as well as bridal registry, Heart of Haiti & back-to-school sites
- Copywriter Aug. 2008 – May 2011
 - Partnered with manager to create new standards & streamline process for regular site updates
 - Developed & implemented new copy standards in home categories for SEO, increasing natural search results

Humanscale / marketing

New York, NY

Oct. 2007 – Aug. 2008

- Junior Copywriter
 - Wrote & edited marketing materials for ergonomic furniture manufacturer, including: Ergo Tips, product brochures, web copy, emails, invitations, new product announcements, hangtags, company newsletters & press releases

Good Housekeeping Magazine

New York, NY

Nov. 2005 – Oct. 2007

- Editorial Assistant
 - Pitched, reported & wrote front-of-book pieces for monthly women’s magazine
 - Duties included evaluating manuscripts, managing calendar & planning events

LIFE Magazine

New York, NY

Jan. – Nov. 2005

- Senior Editorial Intern
 - Pitched, reported & wrote front-of-book pieces for weekly publication

education

The New School – Continuing Education

New York, NY

Fall 2007

- Fundamentals of Web Design

The Pennsylvania State University

University Park, PA

Fall 2001 – Fall 2004

- B.A. in Journalism; minors in English, sociology

University of Westminster, study abroad

London, England

Spring 2004

skills

- Microsoft Office, Google AdWords/Insight, Dreamweaver, InCopy, LexisNexis, Adobe Photoshop