

Copywriting | Storytelling | Branding | Blogging

NYC/Hudson Valley NY

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Lululemon

April 2022 - Present

Contract Copywriter

Conceptualized and wrote all aspects of Lululemon's 2022 Hike Collection launch. Worked with creative team to execute all components of campaign with fast-paced deadlines met at weekly intervals. Wrote a 30-page product brochure specific to the collection including 30+ taglines and innovative product copy meant to quickly capture attention in as few words as possible. Also generated gift card copy, social media advertising, and press releases.

Ongoing Senior Copywriter for Lululemon's Weekly emails. Responsible for conceiving phase through to post-production with emphasis on delivering powerful, on-brand messaging and engaging narrative to a customer base in the millions.

EVER Clinical Skincare

October 2017 - January 2019

Lead Copywriter

Created all content on behalf of the brand including email communication, social media outreach, product naming/descriptions, marketing materials, and brand identity. Helped revamp website to reiterate their authority as a clean, results-driven, tech-advanced skincare brand. Worked side-by-side with Marketing and Creative teams to deliver both customer content and recruitment program of new brand ambassadors.

Silk Therapeutics / Evolved by Nature

2016

Freelance Copywriter

Helped brand the skincare line as non-toxic and relay message that the company was started by a cancer survivor who was looking for a clean skincare brand while undergoing treatment. Tasked to drive home an ingredient story on the real silk ingredient used within the range and the undiscovered benefits for skin health. Worked with the founder directly to deliver important messaging across all creative channels.

Bobbi Brown Cosmetics

2015

Freelance Copywriter / Ghost Writer

Managed and wrote Pretty Powerful 2.0, a worldwide branding initiative for Bobbi Brown Cosmetics. Conducted all interviews with 30+ real life women on their beauty regimen and what makes them feel "Pretty Powerful." Brought their stories to life and wove them into an international PR campaign. Assisted in the launch Bobbi Brown's debut blog and served as her ghost writer, creating content for her lifestyle hit-list from fashion and beauty to health and wellness.

Stila Cosmetics

2015

Freelance Copywriter

Generated names for new products, wrote email blasts to customers, helped define messaging behind holiday bundles. Maintained copy for website, updating with new launches as needed and assisted with Stila sub-brands, like Jane Cosmetics on copy for packaging and product naming.

Joe Fresh Beauty

2014

Freelance Copywriter

Responsible for everything from product positioning to product naming. Helped establish a clear brand voice that was separate, but correlated with their successful fashion empire. Conceptualized ColorSticks launch and wrote taglines for their Beauty Underground campaign, which was featured on billboards in London's busiest subway hubs.

Jennifer Witt

(continued)

Jurlique USA

2013

Freelance Copywriter

Hired to help with the re-launch of the brand and adapt its Australian heritage to the US marketplace. Wrote new packaging and copy for all products within the skincare line. Worked with Marketing team to establish a clear brand voice on their website, including telling the brand story in a meaningful and impactful way.

JCrew

2012

Freelance Copywriter

Worked with 10-person copy team to devise copy for catalogs, website and in-store signage. Worked on copy for collaborations to tell two brand POV's while keeping messaging irreverent, fresh and consistent.

BareMinerals

2008-2011

Freelance Copywriter

Wrote and edited all product catalogs created on behalf of their business partnership with shopping network, QVC. Also wrote four monthly customer newsletters, and conceptualized/executed a 20-page catalog specific to bridal beauty.

Clarins USA

2007

Freelance Copywriter

Wrote product descriptions, marketing materials, b-roll scripts and French translations. Edited pre-existing copy coming out of their corporate French headquarters.

Benefit Cosmetics

2006

Lead Copywriter

Single-handedly responsible for the creating/editing of all copy for major luxury goods cosmetics company including direct mail catalog, product & packaging copy, training platforms, PR copy, website content, retail marketing support, in-store merchandise & signage, advertising and all other communications as needed.

EDUCATION

Skidmore College, Saratoga Springs, NY - Bachelor of Arts, Sociology