

# JENNIFER WITT

NYC/Hudson Valley NY

917-991-9666

withwitt@gmail.com

withwittcreative.com

---

WithWitt Creative - New York, NY

August 2006 - Present

## *Freelance Copywriter*

- Conceptualized and wrote all aspects of copy lululemon's 2022 Hike Collection launch. Worked with creative team to execute all components of campaign including a 30 page product brochure, gift card catch phrases, social media advertising and press releases.
- Head copywriter for EVER Cleanical Skincare from October 2017-January 2019; Created all content on behalf of the brand including email communication, social media outlets, product naming and copy, marketing materials, brand identity. Helped revamp website to reiterate their authority as a clean, results-driven, tech-advanced skincare brand
- Freelance copywriter for Silk Therapeutics skincare - 2016
- Managed and wrote Pretty Powerful 2.0, a worldwide branding initiative for Bobbi Brown Cosmetics
- Head ghost writer for Bobbi Brown's blog, [www.everythingbobbi.com](http://www.everythingbobbi.com)
- Ongoing copywriter for Joe Fresh, a Canadian fashion brand and retail chain
- Served as copywriting consultant for the re-branding of Jurlique US, UK and Australia.
- Wrote new packaging/product copy for entire line and site-wide content for [Jurlique.com](http://Jurlique.com)
- Conceptualized and wrote website re-launch of celebrity skincare aesthetician, Lauren Young London
- Wrote seasonal, trend-driven advertorials for MoroccanOil which were featured in top publications nationwide
- Freelance copywriter for J.Crew. Responsibilities included copy for catalogs, website and in-store signage
- Wrote and edited seasonal direct mail catalogs and eNewsletters for Bare Escentuals and QVC
- Wrote seasonal catalogs for Sephora and generated copy ideas for holiday advertising campaign
- Created new product names and packaging copy for re-launch of celebrity hair care line, Jonathan Product
- Wrote show descriptions, banners and headlines for the Oxygen network
- Wrote product descriptions, marketing materials, b-roll scripts and a various other copy elements for Clarins USA

Benefit Cosmetics - San Francisco, California

January 2006 – August 2006

## *Lead Copywriter*

- Responsible for the writing/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
- Collaborated and wrote catalog copy with Co-Creators and Marketing team and acted as the point person for Art Director
- Assisted in all Marketing communication to Benefit Worldwide Field, Beauty Artists, internal retailers
- Established and maintained consistent brand voice & style throughout all forms of communications
- Worked closely with regulatory, legal and art teams to manage copy approval process
- Generated new product names, creative ideas and product positioning

## EDUCATION

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