EXPERIENCE

CONTRACT SENIOR COPYWRITER & EDITOR

Hugo Boss/Feb 2015 – Feb 2017 (NYC)

• Develop/own all North American product copy.

• Compose for 8 distinct lines, including Jason Wu’s BOSS Collection, in each

branded voice.

• Compose email, headline and campaign copy.

• Liaise with Content Director to conceptualize and solidify copy standards for all

copy verticals.

• Liaise with buyers to ensure comprehensive, accurate f&b listings.

• Apply correct garment construction and industry standard terminology to all

product categories.

• Become intimately knowledgeable of the Boss brand identity, history, standards,

design, construction and textile sources, for on-brand messaging.

• Extensively review internal marketing material for each new collection.

• Translate German copy into North American copy, when applicable.

FREELANCE SENIOR COPYWRITER

Point One Percent (luxury advertising agency)/Nov 2015 – May 2016 (NYC)

• Collaborate with Creative Director and Director of Client Relationships to

craft client concepts and pitches.

• Compose copy for CPG, in-store signage, collateral and employee conduct

instructions.

• Craft brand voice for exclusive luxury clientele via brand stories, taglines and

seasonal campaigns.

ADVERTISING COPYWRITER | JOURNALIST

The Fashion Spot/March 2012 – May 2016 (NYC)

• Concept, compose and pitch dozens of native ad stories for Lexus, Macy’s, Disney, Ikea and more.

• Aid tFS in fulfilling sponsor obligations on tight deadlines.

• Conduct extensive brand and core demographic research, increasing

sponsor approval ratings for story pitches.

• Awarded each assignment (in lieu of others) based on ability to creatively

concept within campaign parameters.

• Awarded Vince Camuto brand ambassador campaign based on distinctive

writing ability and social media reach.

PROFESSIONAL PROFILE

Lexus, Hugo Boss, Fendi and Olivia Palermo are just a few brands I’ve been privileged to write copy on behalf of, utilizing a mix of editorial experience, marketing knowledge and business acumen to establish emotional connections that engage and persuade. With hundreds of published pieces and campaigns to my credit, my portfolio showcases clips that underscore my work ethic, passion and successful collaborations with corporate, independent, national and international brands.

BACHELOR OF BUSINESS

ADMINISTRATION

Economics

Experimental Research Psychology

Baruch College

Editorial | Content Strategy

Digital | Print Collateral

Brand Identity | Stories | Blog

Press Releases | Email

Longform | Journalism

Scripts | Social

CPG

Native Advertising

Design Consulting

B2C | B2B

SKILLS

EDUCATION

MARISA

SWANSON

MS

COPYWRITER | EDITOR

*marisaswanson.com*

*734.546.2328*

*633 Willoughby Ave. Apt. 3*

*Brooklyn, NY 11206*

*Swanson118@gmail.com*

*linkedin.com/in/marisaswanson*

COLLATERAL AND DIGITAL COPYWRITER

Bellabox/Feb 2012 – Feb 2013 (Australia, Singapore)

• Compose hundreds of engaging descriptions for Carmex, Lanvin, Guerlain and

more in British English.

• Compose hundreds of brand statements based on extensive brand history,

services and products research.

• Achieve 100% approval rating from original brand clients for all composed

copy.

• Liaise with brand managers to ensure maintained Bellabox voice as well as

original brand integrity.

• Compose monthly press releases promoting themed Bella Boxes.

• Compose direct mail pieces, re-working my product copy to suit medium and

format for optimal engagement.

FURTHER RELEVANT EXPERIENCE

Journalist | Print & Digital Editor/June 2009 (PT) – May 2011 (FT) – Present

NYC, Caribbean, Paris, Zurich

• Print; Amazon publishing, Finisterra Books – Literary and Genre Fiction

Copywriter

• Digital; Olivia Palermo – Current Contributing Beauty Editor

• Print; Ocean Style Magazine – Managing Editor/Creative Director

• Print; Set Magazine – Contributing Editor

• Digital; Papierdoll – Editor at Large

• Digital; USA Today, The Fashion Spot, Livestrong – Reporter, Writer

Microsoft Office Suite

Adobe Photoshop

Adobe InDesign

Wordpress | Blogger | Tumblr | Kapost

Basecamp Software

HTML | SEO Best Practices

Highly proficient with company specific

CMS and publishing platforms

EXPERIENCE continued

TECHNICAL SKILLS

MARISA

SWANSON

MS