
Copy Lead and Creative Strategist crafting voice-driven campaigns, product storytelling, and experiences for category-defining brands.

EXPERIENCE

Maven Clinic, Remote – *Copy Lead*

JANUARY 2021 – PRESENT

- Own messaging strategy and copy direction across Maven's consumer and B2B businesses, shaping positioning, product narratives, and go-to-market communications from concept through launch
- Develop messaging frameworks, voice systems, and campaign narratives that create consistency across product, brand, and growth experiences
- Leverage AI-powered workflows to accelerate research, messaging development, and strategic exploration while maintaining a high bar for quality, clarity, and brand rigor

Ritual, Los Angeles, CA – *Senior Copywriter*

JUNE 2019 – DECEMBER 2020

- Owned and evolved Ritual's brand voice across, digital, product, & print
- Concepted and crafted campaign and product-launch copy across email, paid media, and PDPs
- Developed storytelling across lifecycle, print, & podcast advertising

Too Faced Cosmetics, Irvine, CA – *Copywriter*

SEPTEMBER 2018 – MAY 2019

- Wrote product and campaign copy across packaging, website, email, and in-store displays
- Developed product names, shade names, and brand taglines for new launches
- Scripted social and video content supporting marketing campaigns

Self-employed, Los Angeles, CA – *Freelance Copywriter*

JANUARY 2017 – AUGUST 2018

- Developed product, packaging, and collection copy for NYX Professional Makeup and led all copy for O.R.G Skincare's brand refresh

CJ E&M, Seoul, Korea – *Content Strategist*

AUGUST 2011 – NOVEMBER 2016

- Led global content strategy for Mwave, scaling editorial, social, & video

EDUCATION

Northwestern University – *B.S. in Journalism, 2011*