

ELIZABETH CARMONA

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EXPERIENCE

Foundry @ Dotdash Meredith, *Director of Copy*

January 2019-Present

- Lead Copy team at Dotdash Meredith's award-winning native advertising studio
- Write/edit fashion, beauty, food, home, lifestyle, and entertainment stories across Foundry's verticals and for Dotdash Meredith's portfolio of brands, including *PEOPLE*, *Food & Wine*, *Allrecipes*, and *Travel + Leisure*. Types of content includes native digital and print, advertorial, video scripts, and social media, as well as corporate communications
- Manage senior copywriter and junior copywriter; steer them through complex multimillion-dollar programs
- Skilled at presenting work to executives and clients, including Target, SC Johnson, Walmart, and American Express

Stuart Weitzman + stuartweitzman.com, *Senior Manager, Editorial*

August 2018-December 2018

Stuart Weitzman + stuartweitzman.com, *Senior Copywriter*

May 2017-August 2018

- Led editorial team and oversaw global editorial direction; managed staff copywriter and junior copywriter
- Responsible for shaping the voice of Stuart Weitzman as brand evolved under new creative direction.
- Concepted, wrote and/or top edited all marketing and e-commerce copy, both customer-facing and internal. This included, but was not limited to, emails, lookbooks, website copy, social media posts, press releases, and product descriptions for U.S., Canada, Europe, and Asia. Extensive experience juggling multiple projects
- Lead writer of monthly company "In Our Shoes" newsletter highlighting new creative/marketing initiatives. Extensive experience interviewing designers, influencers, and executives for stories; led staff brainstorm sessions
- Concepted, wrote, and top edited decks for seasonal marketing activations; pitched ideas to Chief Marketing Officer

Citi Trends + cititrends.com, *Editorial Content/Digital Media Manager*

July 2015-April 2017

- Worked on team of two people to launch cititrends.com, the official e-commerce fashion/beauty/lifestyle site of Citi Trends. Citi Trends is a rapidly expanding retailer, operating 500+ stores in 30+ states
- Created and maintained consistent, engaging brand voice across all platforms (e-com site, emails, social media, product naming/descriptions, in-store signage, digital promotions, radio). Wrote and/or top edited all copy; created and curated all homepage collections; managed junior e-commerce coordinator
- Worked closely with Marketing Manager on steering creative direction of brand. Worked closely with photographers and stylists to produce all lifestyle and e-commerce photo shoots
- Worked with Marketing Manager and mobile team to create new and engaging digital campaigns

PEOPLE StyleWatch magazine + theoutfit.com, *Senior Editor*

August 2014-July 2015

PEOPLE StyleWatch, *Associate Editor*

August 2011-August 2014

PEOPLE StyleWatch, *Assistant Editor*

March 2010-August 2011

- Wrote roughly 1/3 of the magazine's copy, including multiple fashion/beauty/lifestyle front-of-book and feature stories in each issue
- Pitched, packaged and wrote 2-3 style-related stories per week for former *StyleWatch* site theoutfit.com
- Wrote weekly people.com shape blog in tandem with rotation of influencers
- Nominated for two 2015 Luce Awards: September 2014 *Play Up Your Shape* story for Best Special Interest, and *StyleWatch's* ShopAdvisor/Blippar program for Best Innovation
- Extensive experience conducting interviews and working with celebrities and publicists
- Handled the "blogger beat" and oversaw all fashion and lifestyle stories focused on influencers
- Conducted trend-based photo research for features and front-of-book stories
- Acted as Features Team point person during close of each issue
- Created story list and assigned writers and reporters for each issue; oversaw team of four reporters
- Fact-checked features and front-of-book stories

InStyle magazine + instyle.com, *Editorial Assistant*

September 2006-February 2010

- Reported, wrote, and edited monthly *Contributors*, *Feedback*, *Where Can I Find*, and *What's Now* sections
- Edited international layouts
- Interviewed celebrities at red carpet events and fashion shows for instyle.com and magazine features
- Co-authored *InStyle's* 150-page International Training Manual, a how-to guide for international editors
- Coordinated *InStyle* international training sessions which brought teams of editors to New York to learn about the magazine's production
- Played lead role in coordinating and executing *InStyle's* 2008 International Editors Conference

EDUCATION

Boston College, Chestnut Hill, Massachusetts

Bachelor of Arts Degree awarded May 2005; Major: English

OTHER

Excellent computer skills, including expertise in InCopy, WordPress, RebelMouse, Shopify, Asana, Basecamp, Smartsheet, Google Analytics, SEO Best Practices, Hootsuite, MediaGrid, and Word; type 95-100wpm; strong organizational and multitasking skills

Clips can be found at: elizabethcarmona.writersresidence.com