

Courtney Iseman

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courtneyiseman.com

Copy: Fashion/Beauty/Home/Lifestyle. Brands/Retailers/Agencies.

Editorial: Fashion/Beauty/Home/Lifestyle/Music/Entertainment/Women's Issues/Art/Culture/Local/History/Branded.

A well-rounded writer who specializes in helping brands and retailers build their voices and in helping further the identities of pre-existing voices, as well as in finding the most engaging aspects of stories in both the e-commerce and editorial spheres.

EDITORIAL

Work has appeared in:

- HuffPost (*regular contributor*)
- Lohud
- Delish
- Food52 (*regular contributor*)
- domino (*regular contributor*)
- i-D (*regular contributor*)
- Racked NY (*regular contributor*)
- Observer (*regular contributor*)
- COSMOPOLITAN
- ELLE
- Gothamist (*regular contributor*)
- The Cut
- Mental Floss
- Time Out New York
- Brooklyn Magazine
- xoJane
- VAGA
- BUST
- Wonderland
- Creem
- ION
- BULLETT
- amNew York
- The Hairpin
- Daily Metal
- Pancakes and Whiskey
- Invisible Oranges (*regular contributor*)
- The Wild
- SCENE
- 1883
- LIP
- Hello Giggles

SKILLS

- Word, Outlook, PowerPoint, Excel; Blogger, WordPress, Square Space, Tumblr; Twitter, Facebook, Instagram, Pinterest, Snapchat; conversational French; basic html/CSS coding; basic photo and sound editing

COPYWRITING

LOFT: Freelance product writer, September 2015 to present.

Write product descriptions for RTW, shoes, swimwear, accessories.

Yu-Be Skin Care: Freelance social media writer, March 2009 to present.

Concept campaigns, promotions, giveaways. Analyze and apply insight from follower interaction. Write daily Facebook, Instagram, Twitter posts.

Fivestory: Freelance product writer, December 2016 to February 2018.

Write product copy and sizing information for RTW.

Joe Fresh: Freelance copywriter, March 2016 to September 2017.

Write social media copy for Instagram, Facebook, Twitter. Write blog posts. Concept and write email initiatives, in-store signage, season statements.

Michael Kors: Freelance product writer, April 2015 to June 2017.

Write product descriptions for RTW, shoes, handbags, jewelry.

Bloomingdale's: Freelance product writer, June 2015 to May 2017.

Wrote product descriptions for RTW, shoes, accessories, swimwear, lingerie, menswear, home.

The Line: Freelance copywriter, August 2014 to August 2016.

Wrote product descriptions for RTW, shoes, handbags, accessories. Researched and wrote designer and trend histories for website. Wrote weekly emails.

Tanya Taylor: Freelance copywriter, May 2015 to November 2015.

Helped establish brand voice. Created all copy assets for website launch. Wrote product descriptions for RTW and collection inspiration statements.

Saks Fifth Avenue: Full-time product writer, February 2013 to May 2015.

Concepted and wrote email campaigns across categories. Wrote product descriptions for RTW, shoes, handbags, accessories, menswear, children's wear, home. Helped spearhead launch of SEO terms in product copy.

Ideel: Freelance copywriter, November 2012 to February 2013.

Named sales, wrote site and daily e-mail copy, revamped and wrote blog

Net-a-Porter and The Outnet: Senior copywriter, July 2010 to November 2012.

Wrote product descriptions, landing pages and designer bios, edited uploads, trained new hires, delegated workloads, conducted trend research