

# GEORGIA ANDREWS

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## CONTENT MARKETER & COPYWRITING PROFESSIONAL

Marketer and copywriter experienced in collaborating with cross-functional teams to build global brands and develop innovative concepts and copy. Well versed in communicating with brand voice and managing brand cohesiveness throughout all marketing channels. Successful at creating copy for a diverse range of marketing collateral. Expertly aligns brand vision with marketing initiatives to ensure consistency in messaging, visibility, and presence.

- Copywriting/Creative Writing
- Concept Development
- Campaign Messaging
- Packaging
- Editing
- SEO Copywriting
- Social Media
- Marketing Campaign
- Content Strategy

## RELEVANT CONTENT STRATEGY & COPYWRITING EXPERIENCE

BATH & BODY WORKS | New York, NY 2012 – Present  
Senior Copywriter

- Evolve voice for Home Fragrance, Gifting and Seasonal Accessories packaging, names of products, and fragrances as well as romance copy, contributing to a significant increase in home fragrance revenue.
- Collaborate with brand merchants to establish copy and brand direction for new products, packaging, and promotions.
- Team with merchant partners to produce a more engaging brand voice and direction.
- Maintain copy style and consistency of all home fragrance and seasonal gifting product packaging.
- Created simple recipe content to accompany candle and accessory packaging for a deeper brand experience consumers could enjoy at home.
- Developed Home Fragrance packaging content that generated over 32,000 likes on social media.
- Wrote internal communications to employees promoting company sponsored charity event for cancer research: Pelotonia.

FREELANCE CONSULTING | New York, NY 2010 – 2012  
Creative Services Consultant

Brands: **Time Inc. Content Solutions, Godiva, Liz Claiborne Inc. and Bowhaus NYC.**

- Hired as main copywriter for **Monet Jewelry, Liz Claiborne Inc.** e-commerce site launch.
- Wrote email campaigns, banners, home pages, and all product copy. Also supplied offline marketing materials, signage, ads, style guide for the brand's relaunch.
- Handled SEO copy and managed title tags for site.
- Wrote women's lifestyle content articles for **Time Inc. Content Solutions** client **Unilever**.

TIME WARNER CABLE | New York, NY 2009 – 2010  
Copywriter Manager, Creative Services

- Served as sole in-house copywriter for a team of eight telling the story of **TWC** innovation through direct-mail, print, online and event materials. Managed and mentored the proofreader.

FREELANCE CONSULTING | New York, NY

2007 – 2009

Brands: **Time Inc. & Time Inc. Content Solutions, Godiva, and Disney Publishing.**

- Designed marketing toolkits, including winning RFPs, sell sheets, eBlasts, in-book advertorials, promotional pages, publisher's letters, ads, collateral, and comps, aligning objectives with clear actionable messaging.
- Developed marketing platforms and advertorial concepts for Disney's *FamilyFun* magazine.
- Coordinated with various advertisers including **Frito-Lay, Kimberley Clark, Kodak**, among others, and conceptualized events such as in-store promotions and sample distributions.
- Composed sponsored advertising content for *InStyle* magazine for **Crest, Rembrandt, and Florida Grapefruit.**

TIME, INC. | New York, NY

2005 – 2007

**Copywriter, Creative Services**

- Led a creative services team of seven employees, supporting *Real Simple*, a women's lifestyle magazine with a circulation of about 1.9MM copies. Managed freelance writers.
- Teamed up with the sales and business development to develop marketing programs and collateral for clients like **Unilever, J&J, Clorox, Eddie Bauer, Eileen Fisher, Kenmore, Liz Claiborne, and MasterCard.**

MARTHA STEWART LIVING OMNIMEDIA | New York, NY

2000 – 2005

**Senior Writer, Creative Services**

- Produced names, packaging, print ads, press kits, scripts, and marketing collateral.
- Hired to serve as the main copywriter for the launch of **Martha Stewart Everyday** housewares line for **Kmart**, later expanding writing and conceptualization talents to the Holiday and Décor categories.
- Conceptualized and produced a seasonal 32-page Holiday Fun Book press kits targeted to consumer and trade press for launch.
- Supervised a team of four in product naming.

## EDUCATION

Bennington College | Bennington, VT | **Bachelor of Arts in Literature**