

Gabrielle Meyers

Copywriter

EDUCATION

Vogue Fashion Certificate
Condé Nast College of
Fashion & Design 2014
London, UK

Bachelor of Arts in
Advertising & Spanish
Pennsylvania State
University 2009-2013
State College, PA

Microsoft Certifications in:
Windows Operating
Systems Server
Administration Networking
& Security LaSalle College
High School 2010-2011
Wydmoor, PA

SKILLS

Fluent in Adobe Creative
Suite, Canva & Microsoft
Office
Capable of building &
managing pages for Twitter,
Facebook, Tumblr,
Instagram, Wordpress,
Squarespace, Pinterest &
more

REACH ME

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EXPERIENCE

Tatcha: February 2020-Present

Copywriter

- Write all copy for new launches, from product name & packaging to store merchandising & digital experience
- Write evergreen ad campaigns for always-on digital marketing
- Write educational material that translates innovative science to a casual conversation, from video scripts to brochures
- Write international press releases & influencer mailers
- Concept & write blog posts about skincare & Japanese culture
- Craft engaging promotional copy that feels elevated & enticing

Banana Republic: December 2017-February 2020

Senior Copywriter, Women's Digital, October 2018-Present

Digital Copywriter II, December 2017-October 2018

- Partner with marketing, photo & styling on pre-season concepts
- Concept & write all women's editorial site assets & emails
- Edit all paid & organic social assets, EU/UK market email & site assets
- Manage Digital Copywriter II
- Write all paid & organic social media
- Concept & write blog posts for The Republic

StyleGirlfriend.com: August 2012 - Present

Style Contributor, January 2015 - Present

Editorial Assistant, January 2014 - November 2014

Social Media Intern, August 2012 - September 2013

- Work one-on-one with styling clients through Skype
- Write & concept weekly 5 Days, 5 Ways column & sponsored posts
- Manage web presence across multiple social platforms
- Email correspondence with partnering brands
- Develop weekly engagement reports with statistics, analysis & key insights

The RealReal: July 2017-December 2017

Ready-to-Wear Fashion Copywriter

- Write informative product descriptions using industry standard fashion terms
- Price merchandise based on retail value, condition & style
- Inspect consigned luxury product for condition issues

Barneys New York: October 2016 - July 2017

Women's Sales Associate

- Communicate directly with buyers to improve apparel assortment
- Provide luxury sales knowledge alongside enhanced customer service
- Maintain constant contact with established client base

