# Katlynn G. Bennett 201-705-9816 | katlynngbennett@gmail.com | [linkedin.com/in/katlynngbennett](http://www.linkedin.com/in/katlynngbennett) | [katlyngbennett.weebly.com](https://katlynngbennett.weebly.com/)

A lively logophile with a passion and proficiency for words, eagerly pursuing an employment opportunity that provides both an educational and enjoyable experience.

**Education:**

**Montclair State University** **Montclair, New Jersey**

*BA- English: Creative Writing, Studio Art & Design Graduated: June 2013*

**Experience: *(Full work experience and samples on LinkedIn and Portfolio!)***

**Walmart Secaucus, NJ**

*Copywriter January 2020 – Current*

* Develop and maintain product descriptions for Men’s, Women’s and Kids’ Clothing, Accessories, Shoes, and Jewelry.
* Examine items in person (or remotely) to accurately create new copy and highlight best features.
* Participate in bi-weekly meetings to support team workload and meet objectives.
* Keep brand voice and descriptions consistent and accurate.
* Work on elevated private brands to enhance fashion voice.
* Communicate with vendors and merchants to receive or confirm fabric content and additional product information to keep descriptions factual and legally compliant.

**Freshpair.com Fairfield, NJ**

*E-Commerce Copywriter March 2018 – December 2019*

* Draft and manage all product descriptions, website copy, blogs, email content, and subject lines
* Participate in weekly marketing meetings to develop marketing calendar and revise strategy to meet objectives.
* Work with the graphic designer, buying and merchandising team, and marketing manager to produce captivating and successful content.
* Develop social media advertisement copy and captions.
* Establish and maintain external communications with vendors to access product and brand information to properly provide solution-oriented messaging.

**FULLBEAUTY Brands New York, NY**

*Copywriting/ SEO Intern August 2015 – May 2016*

* Managed content and copy for shoes with a sophisticated women's clothing retailer.
* Created fresh copy for product descriptions, banners, look books, site sections, etc.
* Incorporated SEO keywords and research to create innovative and optimized copy
* Worked with creative team and drop ship coordinator to bring copy live to web.

**Consorte Marketing Hoboken, NJ**

*Content Writer August 2013 – May 2014*

* Off-site writing and content uploading.
* Develop 500-word articles for blogs based on various topics (swimwear, men’s formal wear, outdoor activities, etc.).
* Research various topics for clients’ blogs.
* Create captivating comments for blogger outreach.

*Creative Writing Intern January 2013 – August 2013*

### Wrote and uploaded content (blog articles, directory descriptions, comments, etc.).

* Developed interesting and innovative blog topics and articles.
* Researched various topics for clients’ blogs.
* Researched and compiled a list of various blogs for outreach and comments.
* Utilized Google Adwords and WordPress.