



# Kelly Madera

Fashion Copywriter + Digital Content Manager

New York, NY, USA

Kelly is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

## Links

[Website](#) [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

## Skills

Creative Communicator (Advanced)

Creative Marketer (Advanced)

Digital Copywriting (Advanced)

Fashion Management (Advanced)

Magazine Editing (Advanced)

Marketing Liason (Advanced)

Marketing Management (Advanced)

Marketing Copy (Advanced)

Fashion Marketing (Advanced)

Promotional Copy (Advanced)

Marketing Writing (Advanced)

Fashion Shows (Advanced)

Powerful Communicator (Advanced)

Creative Marketing (Advanced)

## About

Sr. Copywriter and Content Strategist with 8+ years experience in leading copywriting and content strategy from small businesses to global brands. Assisted clients in the development of campaigns with a proven record of driving revenue gains and brand awareness. Proficient in identifying key demographics through customer sales information, market research, and data analytics.

Highly skilled at working on a global scale. Previously lived in 4 major cities (San Francisco, Los Angeles, New York and Berlin), worked in 3 countries (United States, Italy and Germany) and held residence on 2 continents (North America and Europe!)

Skills: Social Media Marketing, Creative Writing, Brand Development, Advertising, Email Marketing, Internal Communications

MA in Fashion Studies/Sustainability with 3.8 GPA

BA in Communications Studies with Phi Beta Kappa membership and Dean's List Distinction

### BRANDS WORKED WITH

DataStax | In-house

Diesel | In-house

## Experience

### FASHION COPYWRITER

| Jan 2016 - Now

- Creative + concept development for select clients: Cookies, Coursera, Eventbrite, GRAMMAR NYC, Levi Strauss & Co., LeBlanc Label, LinkedIn, Ms. Magazine, Postmates, re/make, Styling by Lydia, SUSTAIN The Mag, Taylor Magazine
- Direct 360 go-to-market strategy, blog, communications, e commerce + retail, events, social media + new product launches to bolster sales + organic community growth

### LEAD CREATIVE COPYWRITER

DataStax | In-house | Jan 2014 - Jan 2015

- Culturally informed content strategy for blog + social media
- Managed creative teams copy + content for events spanning 200,000+ attendees (ex: Oracle Open World, Cassandra Days)
- Worked closely with Digital Marketing Manager and cross functional teams to manage consistency and accuracy of brand voice
- Interviewed + assisted in both the hiring + training process for new copywriters
- Assigned + directed work on a daily basis, reviewed performance, addressed complaints + resolved problems

### MARKETING + PR ASSISTANT

Diesel | In-house | Jan 2012 - Jan 2013

- Planned + executed events such as: Diesel Black Gold x Flaunt Magazine x Leighton Meester launch party at Ink
- Styled celebrities for red carpet appearances in Diesel's contemporary line: Diesel Black Gold (ex: Nikki Reed + Robert Pattinson's Breaking Dawn Twilight Premiere)

## Education & Training

2015 - 2017

### Parsons School of Design

MASTERS IN FASHION STUDIES, SUSTAINABILITY,

Magazine Writing (Advanced)

Promotional Writing (Advanced)

Influential Communicator (Advanced)

Promotional Literature (Advanced)

Expert Communicator (Advanced)

Development Of Promotional Materials...

Marketing Materials (Advanced)

Marketing Material Creation (Advanced)

## Languages

English (Native)

German (Basic)