

Lead Copywriter and Brand Strategist with 13+ years of experience defining brand voice and writing high-impact copy for consumer lifestyle and D2C brands. Proven track record of consolidating fragmented copy operations, leading agency partners, and writing copy across marketing channels (lifecycle, performance ads, social, and product). Expert at translating brand strategy into clear, high-converting language that builds community and trust.

EXPERIENCE

Managing Editor

2022 – Present

Dorel Juvenile Foxboro, MA

Own copy and voice across a portfolio of six global brands—Maxi-Cosi, Safety 1st, Tiny Love, Little Seeds, Cosco Kids, and Disney Baby. Drive the evolution of brand voice and style guides, define and fine-tune workflows and processes, and ensure the delivery of impeccable copy across all platforms.

- Lead brand copy execution across 6 global consumer brands, directly writing and reviewing high-performing assets across lifecycle email campaigns, paid social ads, digital launches, blogs, and packaging.
- Build and evolve brand voice and style guides and centralize internal and agency outputs into a cohesive brand voice.
- Partner cross-functionally with Product and Marketing teams to translate core narrative frameworks into actionable campaign copy.
- Champion discoverability efforts by implementing SEO, GEO, and AEO best practices, increasing organic traffic by 18%.
- Partner with the Creative Director, Copy to shape messaging strategy.
- Approve copy and manage department resourcing for major retail partners, including Walmart, Target, Amazon, Nordstrom, Pottery Barn Kids, and D2C.
- Drive process improvement with the leadership team (instructions development—reducing review effort by 75%, cutting the number of review rounds from 12 to 3 across all teams).
- Streamline handoffs and building for scale as the teams grow.
- Own product naming end to end—from kickoff and brainstorming through legal and USPTO trademark research to final approval, with many names achieving full trademark protection.

Editor

2019 – 2022

Takeda Lexington, MA

Lead editor for a multibillion-dollar pharmaceutical brand, producing copy for patients and healthcare professionals across print, web, mobile, signage, and conference channels.

- Managed product launch copy and worked with cross-functional partners—Project Managers, Product Owners, creative agencies, and Medical/Legal/Regulatory reviewers—to bring FDA-compliant marketing from draft to submission.
- Translated complex concepts into clear consumer/patient language.
- Built and maintained a consistent company and brand voice across a complex, highly regulated portfolio.
- Drove process improvement initiatives across all brands.

Senior Editor

2010 – 2019

J.Jill Quincy, MA

Wrote and edited all customer-facing copy for omnichannel women's lifestyle brand, managing the Copy team's workload in a fast-paced, high-volume creative department.

- Led editorial and cross-departmental teams on high-profile creative campaigns.
- Spearheaded adoption of new tools and technologies to streamline the creative process.
- Made editorial decisions that maximized customer touchpoints and solved production problems on tight timelines.
- Mentored copyeditors and copywriters and served as the team's go-to resource on style and voice.

Copy Editor

2006 – 2010

Pearson Boston, MA

Edited secondary educational textbooks and technology products in Humanities, Language Arts, and World Languages, from development through production.

- Served as team lead, projecting and managing budgets and schedules.
- Managed reprint corrections across World Languages and Language Arts titles, coordinating with Production, Editorial, Design, and outside vendors.

EDUCATION

Master of Arts, Comparative Literature — Dartmouth College, Hanover, NH

Bachelor of Arts, English, summa cum laude — University of Massachusetts, Boston, MA

SKILLS

Voice & Brand: Style Guide Development, Brand Voice Guidelines, Editorial Standards

Strategy: Agency Management and Auditing, Cross-Functional Team Leadership, SEO/AEO Strategy, Content Strategy

Discoverability: HubSpot Academy SEO certified, Blog Development

Project Management: Monday.com, JIRA, Veeva Vault CMS, Smartsheet, Ziflow

Content Management: Salsify, SharePoint, Bynder, File Manager

Design Collaboration: Figma, Adobe Creative Cloud

Languages: Proficient in Spanish