

Lisa Schulz

Copywriter and Editor

LisaSchulz.com | LisaRSchulz@gmail.com | Milwaukee, WI

Copywriting Experience

Freelance Copywriter and Editor **with Aquent** | August 2017-present

Clients:

Kohl's Corporation | Menomonee Falls, WI

Quickly crafted marketing copy for print ads, digital banners, web and email
Wrote taglines for digital displays in the Milwaukee Bucks arena & Wisconsin Badgers stadium
Created A/B test web and email copy to target new customers and engage existing customers
Increased in-store customer conversion with one email test, projected to make \$2.2 million

Disney Consumer Products and Interactive Media | Glendale, CA

Wrote compelling copy for Disney and Marvel products on new shopDisney store website
Developed voice for upscale brands and new brands to appeal to millennial audience
Proofread and ensured copy consistency among freelance and senior copywriters
Communicated with creative and technical teams to meet strict product launch dates

Temporary Copywriter **with The Creative Group** | May-August 2017

Clients:

JAFRA (Beauty company) | Westlake Village, CA

Designed slogans printed on 500 T-shirts for annual company trip
Created web pages, promotional copy and photo galleries in WordPress

Proactive Health Labs | Burbank, CA

Wrote blog posts on health news while promoting products and partnerships
Researched and fact-checked branded health information for website

Temporary Copywriter **with Syndicatebleu** | May 2016-May 2017

Clients:

Hot Topic | City of Industry, CA

Wrote creative product descriptions for brands including Disney, DC Comics & Marvel
Described items that placed in the weekly Top 5 sellers on HotTopic.com
Maintained Hot Topic brand voice and implemented pop culture research

Forever 21 Corporate Headquarters | Los Angeles, CA

Described 1,000 accessories and clothing items per month using Excel
Fact-checked and edited team copy before online publication
Created copy for YouTube videos using brand's tone
Highlighted product selling points for search engine optimization

Education

Columbia College Chicago | Chicago, Ill.
Bachelor of Arts degree | May 2014 | GPA 3.4
Journalism major
Magazine Writing & Editing concentration
Fiction Writing minor

Skills

Adobe InDesign | Photoshop
AP Style | Chicago Manual of Style
WordPress | basic HTML
Social media | SEO
Microsoft Office | Google Apps
Public speaking | Positive attitude

Awards

Dean's List | 2013, 2010
Bob Enrietto Scholarship | 2013
Professional Journalists Mark of Excellence Award for Columbia Chronicle News Staff | 2012
Achievement Award | 2010