

Lisa Schulz

CREATIVE COPYWRITER

GERMANTOWN, WI (REMOTE)

LISARSCHULZ@GMAIL.COM | (414) 552-0151

I break sales records, help products sell out quickly, create brand voices, and inspire customers to get off the couch and into your store. See my portfolio at LisaSchulz.com/portfolio.

RECENT WORK EXPERIENCE

KOHLER Co. (through Aquent)

Freelance Copywriter | SEPTEMBER 2021 - PRESENT, REMOTE

- Wrote emails, display ads, web copy, and social media ads.
- Wrote a headline and subcopy for an email that received the most traffic in 2 years.
- Contributed to a 50% growth in last touch sales with consumer emails compared to 2020.
- Helped Kohler.com achieve its sales goal in 2021.

The Walt Disney Company (through Aquent & Software Resources agencies)

Marketing Copywriter | APRIL 2021 - SEPTEMBER 2021, REMOTE

- Contributed record-breaking sales copy & achieved 5X the sales forecast upon product launch.
- Created memorable, attention-grabbing copy for sitewide assets on shopDisney.com.
- Wrote catchy headlines and captions for email.

Freelance Copywriter and Copy Editor | AUGUST 2017 - APRIL 2018, GLENDALE, CA

- Developed shopDisney.com voice for new brands targeted toward millennial consumers, including upscale designer brands Alex Woo, Chiara Ferragni, Danielle Nicole and more.
- Edited descriptions and ensured copy consistency from freelance & senior copywriters.
- Communicated with teams in other cities to meet strict product launch dates.

VirtualPostMail — *Marketing Copywriter*

JANUARY 2021 - APRIL 2021, REMOTE

- Wrote website copy, landing pages, and CTAs based on click-tracking heat maps.
- Increased page view duration from 1 min. to 5 min.

LisaSchulz.com — *Freelance Copywriter*

AUGUST 2019 - APRIL 2021, REMOTE

- Provides freelance services including blog posts, website copy, product descriptions, landing pages and research for companies in the travel, health, and fashion industries.
- Wrote blog posts, content, and website copy remotely for Moolay Media, an agency located in Southern California with clients in the health, beauty, finance, and automotive industries.

Kohl's (Aquent) — *Freelance Marketing Copywriter*

APRIL 2018 - MAY 2019, MENOMONEE FALLS, WI

- Crafted social media brand posts, influencer posts and ad copy for brands including Reebok, adidas, Marvel, pixi beauty, Samsonite, Under Armour, Lauren Conrad, and philosophy.

- Contributed copy for emails, quizzes and website CTAs that helped the Personalization team exceed its annual sales goal by \$67M.
- Wrote sports copy featured in Milwaukee Bucks arena and Wisconsin Badgers stadium.

JAFRA Cosmetics USA (The Creative Group) — *Freelance Communications Coordinator*

JUNE 2017 - AUGUST 2017, WESTLAKE VILLAGE, CA

- Wrote website copy for rewards programs to drive membership sales.
- Created a promotional slogan for 500 T-shirts worn on team outings.
- Edited company testimonials and wrote event communications and photo captions.
- Helped create web pages and photo galleries in WordPress.

pH Health Labs (The Creative Group) — *Freelance Copywriter*

MAY 2017 - JUNE 2017, BURBANK, CA

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

Hot Topic (SyndicateBleu) — *Freelance Copywriter*

APRIL 2017 - MAY 2017, 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.

EDUCATION

Columbia College Chicago — *Bachelor of Arts degree, 3.4 GPA* | August 2010 - May 2014, CHICAGO, IL

Journalism major with a concentration in Magazine Writing & Editing. Creative Writing minor.

SKILLS

- Short-form and long-form copy
- Editing in AP Style
- Adobe Photoshop & InDesign
- WordPress & Yoast SEO
- Google Docs
- Mac / PC / Chromebook
- Positive attitude

AWARDS

- Achievement Award Scholarship
- Bob Enrietto Scholarship
- Dean's List
- Professional Journalists Mark of Excellence Award

VOLUNTEER EXPERIENCE

New PAWSibilities — *Graphic Designer*

MARCH 2021 - PRESENT, REMOTE

- Design social media posts, banners, posters, infographics, and memes for a dog shelter.

LisaSchulz.com — *Volunteer Resume / Cover Letter Writer & Editor*

MAY 2018 - PRESENT, REMOTE

- Write, edit, & design resumes and cover letters for job seekers.