

EMMA BUCKLEY

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PROFESSIONAL SUMMARY

Detail-oriented copywriter and creative with proven experience in the retail and beauty industries. Passionate about crafting engaging content that converts.

EXPERIENCE

Copywriter, maurices corporation

JAN 2022 - PRESENT

- Write marketing, product & editorial copy to support the company's stores, emails, social media, paid media & other seasonal projects.
- Name products ahead of season according to product naming structure.
- Collaborate daily with cross-functional partners to successfully complete tasks.
- Make edits based on internal and external feedback.
- Maintain strong understanding of customer voice.

Marketing Manager, The Glow Lounge

JUN 2021 - JAN 2022

- Collaborate with COO to develop successful marketing strategies & campaigns.
- Create on-brand content for social media. Schedule social media posts using software tools.
- Plan client events in collaboration with other local businesses.

Marketing Intern, maurices corporation **2019**

JUN 2019 – AUG

- Work with partners to observe day-to-day responsibilities.
- Collaborate with social media managers to plan daily content.
- Propose geofencing and BOPUS initiative to the executive leadership team.

EDUCATION

Bachelor of Arts, University of Wisconsin-Superior

SEPT 2016 - MAY 2020

Obtained a degree in business administration with a concentration in marketing. Studied abroad during junior year at the American University of Rome.

SKILLS

- Skilled in copywriting, editing, SEO, trend analysis & competitive research
- Proficient in Microsoft Excel, Outlook, Powerpoint, Basecamp, Later, Asana, Canva & Plannoly