

Kate Isales-Zenger

COPYWRITER



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columbus, ohio

EDUCATION

OHIO UNIVERSITY

Bachelors of Science

Major: Magazine Journalism
Specialization: Graphic Design

UNIVERSITY OF WESTMINSTER

Print Journalism

SKILLS

PROFESSIONAL

- Copywriting
- Editing
- Social Media Content
- Project Management
- Customer Service
- Interviewing

SKILLS

TECHNICAL

- MS Office
- Photoshop
- InDesign

AWARDS

GOLD CIRCLE AWARD

ASAE – 2007

Feature writing award for article
in *UNITS* magazine

WORK EXPERIENCE

LEAD COPYWRITER

Designer Shoe Warehouse / Columbus, Ohio / March 2016 – present

- Promoted to lead copywriter (April 2018) to manage writers and partner with leadership teams to develop seasonal campaigns
- Established and maintain brand voice guide; ensure all assets adhere to guidelines
- Create copy for fashion and promotional emails, direct mail pieces, windows, POS and web site assets

FREELANCE COPYWRITER

June 2015 – March 2016

- Collaborated with retail brands, nonprofit organizations and publications to create copy for social media campaigns, customer-facing reports, POS displays and event materials

COPYWRITER

Lane Bryant / Columbus, Ohio / February 2014 – June 2015

- Developed, wrote and proofread copy for marketing promotions and campaigns
- Maintained consistent voice for all projects and across all media and seasons
- Created copy for windows, POS, direct mail, credit mailers, store communications, magalogs, national advertising and other marketing needs

LEAD COPYWRITER

zulily / Columbus, Ohio / October 2012 – January 2014

- Led copy team to create compelling content that maximized sales
- Managed fast-paced workload and tight deadlines
- Collaborated with merchant teams to accurately and effectively communicate product and brand information

MARKETING DESIGN MANAGER

Sweet Lime Portrait Design / Arlington, Va. / August 2010 – May 2011

- Designed marketing pieces
- Wrote and edited copy for both print and web
- Launched monthly promotions to entice both new and existing clients

ART DIRECTOR

The Publishing Group, Ltd. / Columbus, Ohio / October 2008 – September 2009

- Managed art department for three regional, bimonthly magazines
- Collaborated with chambers of commerce to develop design concepts for directories