

CONTACT

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209.640.0365

01

Krystel Schley, Copy + Brand

EXPERIENCE

02

SKILLS

04

03.2021 - Present

Freelance Consultant

Develop copy and creative strategies for email & SMS, paid ads, product launches, print, blogs, SEO, social, video scripts, web, OOH, and brand guidelines. Based in San Diego, CA.

Asana

Monday

Figma

Notion

Google Suite

SEO

JIRA

Slack

Klayvio

Social

10.2016 - 02.2021

Tradesy: Luxury Fashion Resale Marketplace

Sr. Copywriter > Copy Manager > Brand Manager

Created brand voice and owned copy for marketing emails, UI copy, paid media, SEO content, newsletters, video, podcasts, ads, social, B2B, and push.

Fostered cross-functional partnerships to deliver on-brand messaging and creative that hit KPIs. Optimized messaging through robust AB testing and approved marketing creative.

CLIENTS

05

DAGNE DOVER

Kanga Coolers

Date Better Snacks

Scentille Candles

EBATES/Rakuten

WayBetter

FUEL for Brands

goPure Beauty

07.2013 - 10.2016

Oriental Trading Company

Copywriter > Sr. Copywriter > Copy Manager

Managed and guided Copy team on brand voice and copy standards.

Rebranded voice, developed content for web, print, email, video, social, blogs, in-store signage, and direct mail; created new product names; B2B and B2C messaging. Partnered closely with Art Directors, Legal, Merchandising, Photo Studio, and Executives.

EDUCATION

03

University of California, Los Angeles

BA, Film & Television