Rachel Belkin

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2/14-Present J.McLaughlin

**Copy Chief**

* Direct and execute copy for J.McLaughlin.com including product pages, landing pages, category names and editorial features.
* Plan email calendar and email program based on trends, retail analysis and inventory levels.
* Compose all catalogs, customer communication vehicles, store signage, product and print names to support our 109 stores.
* Work with the Public Relations team to draft press releases, social media content and other features to highlight J.McLaughlin.

5/12-Ongoing Judith Leiber

Armani Exchange

Talbots

**Freelance** **Copywriter**

* Created copy for email campaigns, landing pages, look books and other assets.
* Composed product copy.
* Wrote monthly editorial features.
* Maintained social media efforts on all Social Media platforms.

2/11-5/12 Bare Necessities

**Copywriter**

* Created all digital content for homepages, category pages, special pages and vendor pages on BareNecessities.com.
* Worked with Site Content Director to compose creative messaging for all digital promotions.
* Supervised product assistants to ensure a high level of brand integrity for all merchandise on the site.
* Wrote SEO content for category, vendor, and special pages to ensure a favorable search engine ranking.

2/07-2/11 Avenue

**Copywriter**

* Directed all editorial content for Avenue.com, including all web pages, in-store marketing and

social media sites.

* Wrote product copy for all merchandise on Avenue.com.
* Created copy and developed programs for retail marketing collateral including editorial look books, signage, and catalog mailers and in-store signage.
* Worked with designers to name products, fashion collections and provide copy for clothing tags.
* Developed Avenue’s first company blog.

10/04-2/07 Fortunoff

**Bridal Events Coordinator**

* + - * Planned and executed in-store bridal events for six locations throughout the tri-state area.
      * Wrote all bridal collateral including postcards, letters, email campaigns, signage, and catalogs
      * Acted as Fortunoff Bridal spokesperson for local broadcast and wedding segments (News 12, Channel 11, and Fox Channel 5)

7/01-10/01 Fashion Wire Daily *STYLE 24/7,*

**Assistant Beauty Editor**

**EDUCATION** Hofstra University, Hempstead, NY

**Master of Science, Secondary English Education** (2003)

**Bachelor of Arts, Creative Writing and Literature** (2001)

**WEBSITE** **RachelBelkin.com**