

# Lindsay Johnson

## PROFESSIONAL EXPERIENCE

Ascena Retail Group, New Albany, Ohio

### **Copy Manager**

July 2020-Present

Manage and mentor team of remote copywriters; direct copy for site, email, social, app, direct mail, catalog, signage, promotions, brand events, loyalty program, private label credit card, and philanthropic activations; write editorial copy for print and digital assets; collaborate with marketing leadership to concept, strategize, and art direct seasonal campaigns; partner with Legal Department to produce promotional disclaimers.

### **Senior Copywriter**

April 2018-July 2020

Lead seasonal campaigns; write editorial copy for digital and print media, including site, email, social, app, direct mail, catalog, signage, promotions, brand events, loyalty program, private label credit card, and philanthropic activations; translate merchandising objectives and briefs into brand voice; proofread marketing to ensure accuracy and consistency; assist Copy Manager in overseeing team.

Bath & Body Works, Reynoldsburg, Ohio

### **Marketing Copywriter**

October 2016-April 2018

Concepted, patterned, and strategized for seasonal campaigns; collaborated on creative direction with creative director, art directors, designers, visual specialists, retail operations and merchants; contributed creative, short-form copy for in-store marketing; wrote promotional copy—including legal—for in-store marketing; copy edited and proofread existing marketing and translated language for multiple iterations, to ensure clarity and consistency of style across all channels; wrote reactive marketing tests, direct mail, and bounce-back offers; trained new writers.

zulily, Columbus, Ohio

### **E-commerce Product Copywriter and Copy Editor**

February 2015-October 2016

Managed workload and deadlines; wrote and edited product copy using voice of each respective division; clearly communicated technical details; published product pages to site; collaborated with cross-functional departments to edit and update live product pages; onboarded new writers.

The City of Columbus Office of the Mayor, Columbus, Ohio

### **Writing Intern**

September 2009-February 2010

Interviewed featured civil rights leaders; collaboratively researched, wrote, and edited script for the staged and televised performance, *A Voice in the Crowd*, which was produced at Veterans Memorial's 3,916 seat theater.

## EDUCATION

Franklin University, Columbus, Ohio

### **Master of Science**

December 2020

Dual-Discipline Major: Marketing & Communications

Oxford Seminars, Columbus, Ohio

### **TESOL Certificate**

February 2015

The Ohio State University, Columbus, Ohio

### **Bachelor of Arts**

August 2009

Major: English

Minor: Professional Writing