

LINDSAY R. JOHNSON

lindsayrjohnson.com

PROFESSIONAL EXPERIENCE

J.Jill, Boston, Massachusetts

Copy Consultant February 2021-Present

Work collaboratively with Creative Department and executives to concept and strategize for omnichannel brand campaigns—including corporate communications, social media influencer program, and retail openings, relocations, and events; develop new standards for brand voice and style guide; created white papers for process improvements; redesigned catalog, SEO blocks, and e-commerce product pages; key contributions include Welcome Everybody multi-season size inclusivity campaign and Pure Jill Elements Home—the introduction of a new sub-brand.

Justice, New Albany, Ohio

Copy Manager July 2020-February 2021

Managed and mentored team of remote writers; directed copy for site, email, social, app, direct mail, catalog, signage, promotions, brand events, loyalty program, private label credit card, blog, and philanthropic activations; wrote editorial copy for print and digital assets; collaborated with marketing leadership to concept, strategize, and art direct seasonal campaigns; partnered with Legal Department to produce promotional disclaimers.

Senior Copywriter April 2018-July 2020

Led seasonal campaigns; wrote 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; translated merchandising objectives and briefs into brand voice; proofread marketing to ensure accuracy and consistency; assisted Copy Manager in overseeing team of writers.

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.

EDUCATION

Franklin University, Columbus, Ohio

Master of Science December 2020

Dual-Discipline Major: Marketing & Communications

The Ohio State University, Columbus, Ohio

Bachelor of Arts August 2009

Major: English

Minor: Professional Writing