

Marissa DeAngelis

Digital Copywriter

EXPERIENCE

Weight Watchers, NY - *Knowledge Management Administrator*

Jun. 2018 - Mar. 2019

- Developed content protocols, procedures, and policies to develop a knowledge management system for the Weight Watchers call center
- Supported different departments in getting latest company information, developments and promotions to the field
- Managed and collaborated in the decision-making process for vendor implementation

Weight Watchers, NY - *Senior Digital Copywriter*

Aug. 2012 - Jun. 2018

ECRM Projects: eNewsletter

- Wrote and managed women's weekly newsletter (5 versions, audience of approximately seven million readers)
- Target audience: members, subscribers and non-members
- Tasks included project managing the 4-week product lifecycle of each newsletter, choosing content, recipes, images, working with marketing and other stakeholders for various promotions/offers

eComm:

- Wrote bi-monthly emails to promote consumable and non-consumable products, with considerations for seasonality and current sales
- For Online Store, wrote banners, site microcopy and product headlines and descriptions;
- Strategized promos/winbacks, based on seasonality and current market research

Other Projects:

- Weight Watchers for Diabetes: Wrote flexible pricing offer pages, switch emails and required copy describing our alternative diet health plan
- Community: Reworked community gateway, dedicated email and News Feed alerts
- eCRM: Created and mapped content for daily and weekly member emails
- Mobile: Clarified in-app directions for mobile tracking
- Product Packaging: Wrote blurbs for consumable and nonconsumable products
- Security: Added concise error/login/helper copy across entire site
- Signup: For visitor pages, added bundle/product offers to signup

Daily/Monthly Tasks:

- Created copy decks for multiple projects, while coordinating with IA and design
- Developed strategies and microcopy based on wireframes
- Provided web copy, hover copy, callouts, buttons, banners and mastheads
- Co-strategized web content for microsites, while working closely with project managers, engineers, designers, legal, marketing and creative department
- Performed regular Quality Assurance tests on site pages

Perm. Positions	Industry	Title	Time Period
Weight Watchers	Health & Fitness	Senior Digital Copywriter	2012-2019
Time Warner Cable	Telecomm.	Marketing Copywriter	2008-2010
Doremus BOA	Finance/Banking	Copyeditor	2006-2007
Terry Hines & Assoc.	Film Marketing	Proofreader	2004-2005

Freelance Positions	Industry	Title	Time Period
E. Elkins Co.	Home Design	Personal Assistant	Jul.-Present
Blackfin	Entertainment	Temp. Actor	Jan. 2020
CBS	Broadcasting	Exec. Assistant	Oct. 2019
Proximity	Finance	Marketing Assistant	Aug. 2019
Comcast	Tech Manual	Digital Copywriter	4/12-6/12
McGraw Hill	Children's Pub.	Content Editor	2/12-4/12
The Daily	Fashion/Magazine	InDesign Editor	Feb. 2012
Doremus	Finance	List Editor	1/12-2/12
Thomas Publishing	Manufacturing	Online Copywriter	10/11-11/1
Macy's Inc.	Retail	SEO Copywriter	9/11-10/1
Estee Lauder	Cosmetics	Proofreader	Mar. 2011
World Almanac	Publishing	Copyeditor	Apr. 2011
Spiff For Men	Beauty Services	Online Copywriter	5/10-3/11
Lehman Brothers	Finance	Proofreader	Feb. 2008
Pokemon	Toys & Games	Proofreader	Jan. 2008
Synergy Graphix	Hedge Funds	Copyeditor	5/07-9/07
Triumph Learning	Publishing	Assistant Editor	2/06-5/06
The Romann Group	Restaurant	Proofreader	Jan. 2006
Disney/Allied	Film Marketing	Marketing Assistant	Nov. 2005

EDUCATION

University of Maryland:

BA in Journalism, minored in Film and Comparative Literature; Gotham Advanced Screenwriting

SKILLS

Microsoft Office: Word, PowerPoint, Excel; Confluence, Jira, Drupal, Wordpress, Google Sheets, HP Lifecycle Management, Aprimo and Donovan

Other: AP Manual of Style and Chicago Manual of Style