

AYLA LUJAN

COPYWRITER

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EXPERIENCE

CARE/OF SENIOR CREATIVE + UX COPYWRITER

May 2022 – present

- Create, set & maintain brand voice standards across DTC, app experience, wholesale, paid social, organic social, email, influencer marketing, packaging & direct mail.
- Write all external communications for every channel within DTC & wholesale.
- Leverage granular consumer insights to inform omni-channel messaging strategy.
- Work closely with brand, design, regulatory & client services to produce compliant copy.

OF ONE KIND HEAD OF COPY

April 2023 – present

- Develop and execute innovative copy concepts for a range of brands in the health and beauty space.
- Collaborate with cross-functional teams within various brands to align copy with visual elements, video content, and overall brand strategy.
- Drive brand consistency and tone of voice guidelines to ensure a unified and recognizable presence.
- Work closely with stakeholders to understand business objectives and align copy strategies to support marketing and campaigns.
- Oversee copy for various platforms, including websites, social media, email campaigns, video scripts, and packaging.

PAULA'S CHOICE SENIOR COPYWRITER

February 2021-May 2022

- Provide high-level, on-brand marketing copy for all digital & wholesale spaces in North American, European & Asian territories.
- Hire, train & manage junior copywriters.
- Set, maintain & evolve brand voice guidelines to drive business in a saturated beauty market.
- Utilize performance metrics & consumer data to craft targeted omni-channel campaign messaging.
- Responsible for maintaining & evolving SEO content to drive organic site traffic.
- Work closely with brand, design, legal, marketing, product development & client services to produce compliant copy.

PAULA'S CHOICE BRAND COPYWRITER

August 2018 – February 2021

- Was responsible for all customer-facing copy, brand voice development & positioning.

- Wrote for website, emails, social media platforms, paid social, Amazon, packaging, product detail pages, wholesale experiences & print pieces.
- Worked closely with Senior Creative Director, Global brand Director, CMO & CEO to develop relevant, targeted content for Paula's Choice demographic.
- Helped drive brand awareness through a 360 brand refresh spanning two years.

ZULILY DESIGN SUPERVISOR

November 2017— August 2018

- Oversaw a team of 11 graphic designers & three copywriters creating website's highest-visibility content.
- Created a utilization productivity model to increase productivity & accurate billing.
- Performance managed & fostered a creative, challenging work environment.
- Regularly reported business metrics & process improvements to company CEO & departmental VPs.

ZULILY EDITORIAL COPY SUPERVISOR

April 2017 – November 2017

- Oversaw a diverse team of in-house & remote copywriters & editors.
- Fostered a collaborative, creative environment focused on quality content & cost savings.
- Regularly reviewed employee performance through 1:1 meetings & goal setting.

ZULILY LEAD EDITORIAL COPYWRITER

May 2016 – April 2017

- Trained, developed & regularly reviewed a team of in-house & remote copywriters & editors.
- Provided monthly quality reviews to each employee to set goals & elevate site consistency.
- Developed & maintained internal resources including style guides, training documents & web content.

ZULILY EDITORIAL COPYWRITER

July 2015 – May 2016

- Wrote conversational short- & long-form copy for zulily's homepage.
- Wrote copy for secondary platforms including zulily blog, Twitter, Facebook, Yahoo ads & SEO pages.

ZULILY PRODUCT COPYWRITER

April 2014 — July 2015

- Wrote 150-500 product descriptions daily for a range of categories in a high-volume, fast-paced environment.
- Collaborated with buying, marketing, editorial & legal teams.
- Wrote & edited content for departmental resources.

MAKE IT REAL FREELANCE COPYWRITER

October 2016 – Present

- Write descriptions for children’s products for a target audience of 6-13 years.
- Write original content for Disney & Animal Jam physical work like sketch & activity books.
- Work closely with remote graphic designers & art directors.

EDUCATION

UNIVERSITY OF NEW MEXICO

2009-2014

- Bachelor of Arts in Strategic Communications & Spanish, class of 2014 | 4.0 cumulative GPA, Dean’s List 2009-2014.
- Recipient of New Mexico Legislative Lottery Scholarship.
- Completed Spain Study Abroad Program with University of New Mexico’s Blog Abroad Scholarship & Regent International Study Scholarship.