



Kelly Madera

Fashion Copywriter + Digital Content Manager

New York, NY, USA

[Portfolio link](#)

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Links

[Website](#) [LinkedIn](#)

Languages

English (Native)

German (Basic)

About

Sr. Copywriter and Content Strategist with 8+ years experience in leading copywriting and content strategy from small businesses to global brands. Assisted clients in the development of campaigns with a proven record of driving revenue gains and brand awareness. Proficient in identifying key demographics through customer sales information, market research, and data analytics.

Highly skilled at working on a global scale. Previously lived in 4 major cities (San Francisco, Los Angeles, New York and Berlin), worked in 3 countries (United States, Italy and Germany) and held residence on 2 continents (North America and Europe!)

Skills: Social Media Marketing, Creative Writing, Brand Development, Advertising, Email Marketing, Internal Communications

MA in Fashion Studies/Sustainability with 3.8 GPA

BA in Communications Studies with Phi Beta Kappa membership and Dean's List Distinction

BRANDS WORKED WITH

DataStax | In-house

Diesel | In-house

Experience

FASHION COPYWRITER

| Jan 2016 - Now

- Creative + concept development for select clients: Cookies, Coursera, Eventbrite, GRAMMAR NYC, Levi Strauss & Co., LeBlanc Label, LinkedIn, Ms. Magazine, Postmates, re/make, Styling by Lydia, SUSTAIN The Mag, Taylor Magazine
- Direct 360 go-to-market strategy, blog, communications, e commerce + retail, events, social media + new product launches to bolster sales + organic community growth

LEAD CREATIVE COPYWRITER

DataStax | In-house | Jan 2014 - Jan 2015

- Culturally informed content strategy for blog + social media
- Managed creative teams copy + content for events spanning 200,000+ attendees (ex: Oracle Open World, Cassandra Days)
- Worked closely with Digital Marketing Manager and cross functional teams to manage consistency and accuracy of brand voice
- Interviewed + assisted in both the hiring + training process for new copywriters
- Assigned + directed work on a daily basis, reviewed performance, addressed complaints + resolved problems

MARKETING + PR ASSISTANT

Diesel | In-house | Jan 2012 - Jan 2013

- Planned + executed events such as: Diesel Black Gold x Flaunt Magazine x Leighton Meester launch party at Ink
- Styled celebrities for red carpet appearances in Diesel's contemporary line: Diesel Black Gold (ex: Nikki Reed + Robert Pattinson's Breaking Dawn Twilight Premiere)

Education & Training

2015 - 2017

Parsons School of Design

MASTERS IN FASHION STUDIES, SUSTAINABILITY,