

BRENNAN D'ELENA

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708 Jersey Ave
Jersey City, NJ 07302

EDUCATION

Bryant University
Smithfield, RI

Bachelor of Arts – 2017
Literary and Cultural
Studies

Concentration in
Creative Writing

Magna cum laude

Member, *Sigma Tau Delta*
National English Honor
Society

Creative, Artistic Writer

Product Copy • Editing • Fact-Checking • Proofreading

EXPERIENCE

Copywriter, UNIQLO

2020 – Present

- Draft eye-catching subject lines, headers, and email copy for a cohesive and unique user experience
- Regularly write 6-8 emails, 40-50 app push messages, 7-14 SMS messages, and 7-14 organic social captions a week, with multiple rounds of reviews
- Collaborate with the marketing, e-commerce, CRM, site, PR, organic social, and paid social teams to oversee and manage 8+ different communication channels
- Edit and localize translated copy for a more comprehensive and easily digestible online and in-store customer shopping experience
- Work with social content producers to polish social posts, including writing and editing more creative copy
- Generate content ideas daily and assist the CRM, UT Marketing, and social content teams to improve customer engagement
- Uphold a specific brand voice and tone across multiple communication channels to maintain a clear and consistent brand image
- Research top search terms and write meta titles, meta descriptions, and content snippets for specific products and product categories

Product Copywriter, Ralph Lauren

2018 – 2020

- Wrote clear, compelling, and on-brand product descriptions and other item-level copy for Ralph Lauren ecommerce sites and wholesale partners
- Effectively collaborated and communicated with teams across multiple departments to ensure item descriptions are complete and accurate
- Wrote 25-30 styles daily; from Men's Golf, Men's Wholesale, and Men's Dress shirts to Chaps Dresses and Women's Wholesale
- Wrote copy for collections such as the RLX x Justin Thomas Collection, the 2018 Ryder Cup Collection, and the 2018 Winter Olympic Collection
- Consistently worked two to three weeks ahead of schedule
- Emailed and called editors, copyeditors, the Digital Operations team, retouchers, 3rd party vendors (wholesale), Legal, and IT
- Looked for problems to solve or consolidate, and informed managers and editors of possible solutions

News Editor, GameLuster.com

2019 – 2020

- Curated a daily newsroom from a variety of press-related sources for writers to have a reliable in-house source of information
- Edited and fact-checked submitted news stories to ensure articles are authentic and upheld journalistic standards, along with adhering to APA/Chicago style editing
- Managed a team of two assistant editors, along with a group of four writers who submit daily articles

PUBLICATIONS

"He Drives Fast Cars Listening to Slow Jams." *the poetry juicebox*, July 2018.

'6802 Bayfield Ave, Arverne, NY.' *Bryant Literary Review*, April 12, 2017.

'Inherent Vice.' *Bryant Literary Review*, April 13, 2016.