

BRENNAN D'ELENA

201.741.2093

brennan.delena@gmail.com

brennandelena.com

linkedin.com/in/brennande

Jersey City, NJ

EDUCATION

Bryant University
Smithfield, RI

Bachelor of Arts – 2017
Literary and Cultural
Studies

Concentration in
Creative Writing | *Magna
cum laude*

Copywriter & Editor

Campaign & Brand Copy • Email & CRM • Social • Product Copy • Editing • SEO

EXPERIENCE

Copywriter, UNIQLO

2020 – 2026

- Wrote and edited marketing copy across UNIQLO's U.S. channels, including email, SMS, push notifications, organic social, web content, and SEO.
- Produced 6–8 emails, 40–50 app push notifications, 7–14 SMS messages, and 7–14 organic social captions each week while managing multiple rounds of reviews and competing deadlines.
- Collaborated with marketing, e-commerce, CRM, site, PR, organic social, and paid social teams to support messaging across eight-plus communication channels.
- Edited and localized translated copy to create clearer, more natural customer experiences across digital and in-store touchpoints.
- Partnered with social content producers to develop and refine creative copy and content ideas that support customer engagement.
- Maintained a clear, consistent brand voice and tone across channels and formats.
- Researched high-volume search terms and wrote SEO copy, including meta titles, meta descriptions, and content snippets for products and categories.

Product Copywriter, Ralph Lauren

2018 – 2020

- Wrote 25–30 clear, compelling, and on-brand product descriptions daily for Ralph Lauren e-commerce sites and wholesale partners.
- Created copy across a wide range of categories, including Men's Golf, Men's Wholesale, Men's Dress Shirts, Chaps Dresses, and Women's Wholesale.
- Wrote copy for major collections including the RLX x Justin Thomas Collection, the 2018 Ryder Cup Collection, and the 2018 Winter Olympic Collection.
- Collaborated with editors, copyeditors, Digital Operations, retouching, Legal, IT, and third-party wholesale vendors to ensure product information was accurate, complete, and ready for publication.
- Managed multiple projects and consistently worked two to three weeks ahead of schedule.

News Editor, GameLuster.com

2019 – 2020

- Edited and fact-checked daily gaming news stories for accuracy while ensuring adherence to journalistic and APA/Chicago style standards.
- Managed two assistant editors and four writers, overseeing daily editorial workflows and article submissions.
- Curated a daily internal newsroom from press and industry sources to provide writers with reliable information for coverage.

SELECTED 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.