







# Alexis Robinson.

COPYWRITER

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-  alexisrob.com

## SKILLS

- Cross-functional Collaboration
- Product Storytelling
- SEO Optimization
- Value Messaging
- Attention to Compliance
- Content Management Systems
- Brief Strategy
- Microsoft Office
- Microsoft Teams
- Adobe InDesign, XD & Photoshop

## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY

Bachelor of Science  
2015 - 2019

### AMERICAN UNIVERSITY OF ROME

Business Administration Certificate  
2018 - 2018

## PROFILE

Consumer-centric copywriter with a knack for turning words into stories.

## EXPERIENCE

### LOYALTY COPYWRITER

Macy's

2023 - Present

- Responsible for writing creative & educational copy for Macy's Credit Card & Loyalty digital and print assets
- Work in tandem with design team to flesh out projects from top to bottom
- Help strategize with Macy's marketing and legal teams to acquire new loyalty program members to the Macy's Star Rewards program

### CAMPAIGN & COMMERCIAL COPYWRITER

Old Navy

2022 - 2023

- Lead copy for all of Old Navy's TOD (Today Only) & TWO (This Week Only) value email assets, driving + 6% email traffic and + 47% product demand compared to year before
- Developed engaging email copy for various marketing campaigns, resulting in increased click-through rates
- Managed multiple projects simultaneously, demonstrating strong time management and organizational skills while maintaining a high level of attention to detail

### COPYWRITER

Walmart

2019 - 2022

- Developed compelling product copy for Walmart's fashion brands, ensuring adherence to brand guidelines
- Innovated fashion authority voice to enhance brand perception
- Applied basic SEO principles, including keyword research and optimization, to maximize content reach and improve organic visibility