

Annie Stopak

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My Objective is to write creative, SEO-rich content for industries related to health, wellness, yoga, travel, design, food or fashion. Whether it's a short story or a brand bio, I use self expression and positive practices to deliver powerful and timely work.

EXPERIENCE

Jetset Magazine, Remote — Freelance Feature Writer

2022 – Present

- Writes one to two 800 to 1,000-word articles for each quarterly print issue
- Develops brand-focused story ideas for Inked and Jetset Magazine
- Receives topics on luxury fashion, fine jewelry, resorts, travel, food, and drink
- Occasionally writes SEO-optimized articles for jetsetmag.com

SaksOFF5th, Remote — Brand & Product Copywriter

2021 – 2024

- Performed market research, trend reporting, and SEO to improve the site
- Conducted QA's from back-end operations to a customer-facing view
- Corresponded with merchants and buyers regarding item enhancements
- Continually updated So5 style guide to maintain a fresh approach
- Worked cross-functionally with merchandising, buyers, and legal
- Wrote product copy for items in the women's, handbags, and home categories

Yandy, Phoenix, AZ — Merchandise Coordinator, Product Copywriter

2018 – 2021

- Assisted buying team with inventory management and item recolors
- Enhanced shopping experience with category updates and navigation improvements
- Managed product lists for editorial and e-commerce photoshoots
- Wrote and optimized copy for product detail pages (PDP) and landing pages
- Corresponded with vendors for seasonal exclusives and photo samples
- Used visual merchandising strategies to curate trend shops and collections

Jessie Fitness, Phoenix, AZ — Content Manager

2017 – 2018

- Developed an on-site content strategy to drive user engagement and sales
- Edited blog posts, newsletters, healthy recipes, and social media content
- Brainstormed content and design for weekly email newsletters
- Discussed and implemented creative business marketing plans to drive sales
- Assisted in photoshoots and shared behind-the-scenes content to social platforms

Freelance, Remote — Blogger & Writer

2016 – 2017

- Wrote creative and detailed copy for my client's professional blog posts
- Optimized keywords with quality web content to generate site traffic
- Managed my own health and yoga blog and posted daily to its social platforms
- Monitored google analytics to decipher active users and page views

SKILLS

trend reporting, market research, feature writing, lifestyle writing, magazine writing, web content optimization, digital copywriting, content strategy, content marketing

Jetset Magazine, Scottsdale, AZ — Content Manager

February 2016 – September 2016

- Managed all clients with web based digital advertising packages
- Supplied clients with specifics for web features and email marketing campaigns
- Served as the site admin by editing, posting and optimizing client content
- Designed weekly newsletters and sent to Jetset's 50,000+ opted in subscribers
- Wrote content marketing articles and web features on jetsetmag.com

Modern Luxury, Scottsdale, AZ — Office Assistant, Contributing Writer

2014 – 2015

- Updated events and imagery on their CMS and edited content for clarity
- Wrote articles on lifestyle topics and social events in Scottsdale
- Assigned writer for the NOW IN Newsletter and Phoenix Fashion Week
- Assisted in event marketing by setting up for magazine sponsored luxury events
- Facilitated the feature story photoshoot (Sept 2015 issue)

AJM Fashions, Scottsdale, AZ — Lister, Creative Specialist

2013 – 2015

- Wrote product listings on the e-commerce platform, Channel Advisor
- Created graphics for the brand around promos and sales
- Stayed up-to-date on trends with fashion blogs, magazines, and competitors

EDUCATION

New York Institute of Art and Design, Remote — Interior Design Course

March 2019 – March 2020

University of Arizona, Tucson, AZ — Journalism and Fashion, Retail Consumer Sciences

August 2009 – May 2013