

LIBBY BARTLEY

freelance copywriter + editorial manager

contact

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www.libbybartley.com
503.718.1730

education

university of oregon
class of 2016, b.s.
school of journalism &
communication:
advertising
with a copywriting focus

skills

- 7+ years of experience
 - innovative storyteller
- expert verbal + written communicator
- ability to authentically capture a brand's personality with razor-sharp clarity
 - meticulous attention to detail
- produce conversational copy backed by SEO strategies
- professional proofreader
 - in-depth understanding of competitive landscape + industry trends

on the side

- founded a networking group that serves 300+ creative women in cincinnati
 - 360-day streak of learning to speak french (and counting)
- mentoring junior talent through crown affair's seedling program

experience

march '21 - present | cincinnati, OH*

antonym: freelance senior copywriter + editorial manager

- masterfully produce copy for high-profile, industry-defining beauty brands including bobbi brown, amika, makeup by mario, FEKKAI, laura mercier + bareMinerals
- craft, execute + codify nuanced voice strategies that thoughtfully convey a brand's unique verbal identity
- develop concepts + 360-degree campaigns with a voice-first approach + ensure consistency in infusing the tone across all messaging deliverables
- wield words for product launches, repromotes + global programs, product + shade naming, VM + print collateral, website + PDP copy, editorial emails + social
- manage relationships + workstreams for all clients with white-glove support + attentiveness

takeaway: you can never be too meticulous or too granular when defining your tone of voice + how it comes to life. the more nuanced, the better.

march '20 - present | cincinnati, OH

full-time freelancer with a focus in copywriting + strategy

- maintain ongoing contracts with agency partners including CASE + VMLY&R
- responsible for voice identity + implementation, launch copy + lexicons, package copy, video scripts, high-conversion e-comm copy + long-form web content
 - portfolio includes work for briogeo, sky organics, good chemistry + emi jay
 - led copy for social media + devised SEO-optimized articles + blog posts for pillsbury + old el paso
- use storytelling as a tactic to create immersive experiences, drive engagement + ensure consistency + cohesion across all copy touchpoints

takeaway: your messaging strategy should not be centered around your product, but rather should speak to the problem you solve.

august '19 - march '20 | cincinnati, OH

olay, procter & gamble: copywriter + content strategist (contractor)

- devised engaging copy, led content strategy + produced photography for brand to use as targeted ads, organic content for social media + on olay.com
- wrote headlines, captions + promotional copy for olay's retinol24 launch, pink ribbon initiative + new line of serums
 - independently strategized + executed "power couples" promotional concept that generated \$120,000+ in first six weeks + nearly \$850,000 in first three months
 - created weekly matrix advising use of images + captions for social media
 - developed verbal + visual assets to tell meaningful stories surrounding the launch of new P&G beauty brands (i.e. kiwi botanicals + seeme beauty)
 - provided copy + content recommendations for kiwi botanical's social media

takeaway: even the most iconic brands need a compelling reason to believe, a thoughtfully-defined mission + a clear message to anchor themselves in.

*currently looking for work to support a move