

KRISTI SCHWEITZER

Copywriter/Editor | Coordinator

kristischweitzer6@gmail.com

[LinkedIn](#)

[Portfolio](#)

Ashland, OH



ABOUT ME

I am a versatile writer, editor and workflow coordinator with over 10 years experience in the editorial realm for media and retail. I've been described as detail-orientated and a self-starter with proficiency in feature writing, customer-focused brand voice, email correspondence, research, and long- and short-form copy. My collective experiences have given me a passion for storytelling, communication, and project management.

SKILLS

- Organization & scheduling
- Deadline management
- Workflow planning
- Forecast reporting
- Email communication
- Copywriting/editing
- News and feature writing
- Researching & interviewing
- Microsoft Suite
- Social Media
- SEO
- Photoshop and Canva

EDUCATION

Taylor University | Upland, IN

Bachelor of Science in Professional Writing
Minor in Creative Writing
May 2014
GPA: 3.63/4.00

REFERENCES



Available upon request

RETAIL EXPERIENCE

Zulily, LLC | Remote

Production Coordinator / Backup

Aug. 2021 - Dec. 2023

- Assign thousands of products weekly to in-house and contract writers through Excel and web-based dashboard
- Generate forecasting report numbers for workload scheduling and capacity planning
- Assist in strategic decision making with cross-departmental coordinators and copy leadership
- Schedule and communicate workflow through Excel, Outlook Email, Microsoft Teams and When I Work
- Collect data to enhance business processes

Product Copywriter / Editor

March 2020 - July 2023

- Write and edit retail copy for 700 to 1,900 product SKUS a week including clothing, jewelry, home goods, electronics and more
- Responsible for maintaining the company's ever-changing brand voice to engage our target customer
- Concentrated focus as a business development writer for name-brand products; subject matter expert for jewelry copy and select apparel vendors
- Communicate cross-departmentally to ensure product copy quality

MEDIA EXPERIENCE

The Villages Daily Sun | The Villages, FL

Reporter

June 2018 - Feb. 2020

- Write 5 to 7 stories a week for print with a focus on human interest, maintaining the brand of The Villages community
- Responsible for finding new leads to budget in advance, collection information, researching and conducting interviews
- Organize monthly social outreach events
- Write and record scripts for radio and voiceover for TV

Ashland Time-Gazette | Ashland, OH

Reporter

Nov. 2015 - May 2018

- Write 8 to 10 stories a week for print and digital with a focus on local education and human interest stories
- Responsible for finding new leads, collecting information and conducting interviews
- Budget and edit lifestyle submissions, obituaries and other related items
- Photograph and video for special events