

Sarah Ashley Cutrona

MY DEETS:

Phone: 949.945.8560

Email: scutrona85@gmail.com

www.sarahashleycutrona.com

I'VE GOT SKILLS:

Dedicated. Energetic. Creative.

Proficient in the following:

- Mac, InDesign, Microsoft Office, Excel, Power Point, Basecamp, Robohead, multiple content database softwares

Strengths:

- Creative concepting through an innovative brand voice
- Knowledge of beauty, fashion and lifestyle markets on an advanced level
- Decision making, attention to detail and efficient leadership in a fast-paced environment

SCHOOL STUFF:

Fashion Institute of Design and Merchandising

- Los Angeles, CA
Major: Marketing
2010 Graduate, 3.9 GPA

University of California

- Irvine, CA
Major: Psychology
2009 Graduate, 3.5 GPA

WORK WORK WORK:

NuFACE

Remote - Irvine, California
2020-2021

Senior Copywriter

- Leader in evolution of brand voice across all platforms
- Develop seasonal concepts and editorial stories in an educational, conversational, and warm tone
- Provide engaging copy for digital teams; including development of new smartphone app

Urban Decay Cosmetics

Newport Beach, California
2018-2020

Brand Copywriter

- Created a fresh brand voice for Urban Decay Cosmetics under the L'Oréal Luxe level of standards
- Developed quick and witty content for multiple channels including digital, public relations, education, and visual merchandising
- Wrote on-trend copy for all social posts including Facebook, Instagram, YouTube, and paid media driving to conversion
- Created SEO-driven digital content to drive awareness
- Concepted innovative themes and taglines for launches
- Met short deadlines in a fast-paced environment
- Played a significant role in proofing and editing all content

New Avon, LLC

New York, New York
2013-2018

Copywriter, Fashion & Lifestyle

- Lead copywriter delivering over 45% of overall content for a national brand
- Responsible for delivering innovative editorial content and product descriptions for digital and print outlets
- Produce on-trend and compelling concepts for fashion capsule collections and look books
- Closely partner with art directors to create collaborative stories through creative
- Aid in development of naming products from a creative standpoint
- Work directly with marketing, merchandising and product development on a corporate level
- Proof content with a strong attention to detail

Avon Products, Inc.

New York, New York
2011-2013

Junior Copywriter

- Assisted senior copywriters with developing product content across beauty and fashion categories
- Created innovative trafficking models between production and creative teams
- Attended creative department meetings that would help develop concepting skills on an advanced level

Production Associate

2011

- Aided in organization of in-house products for upcoming photo shoots
- Tracked comps from product development
- Maintained effective organizational skills during inventory checks

Senior Copywriter