

# MARIEL JIMENEZ

COPY DIRECTOR

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Portfolio: [mariejimenez.com](http://mariejimenez.com)

## PROFILE

Copywriter and creative lead specializing in beauty, luxury, and strategy, with 15+ years experience working in global marketing and branding teams.

## SKILLS

### // PROFESSIONAL

Copywriting & Editing  
Content & Creative Strategy  
Packaging Copy  
Print & Digital Advertising  
Website Copy & Optimization  
360° Campaigns  
Creative Team Management  
Process & Wireframe Creation

### // TECHNICAL

Microsoft Office, Adobe Creative Suite, Wordpress, Basecamp, Asana, Trello

## EDUCATION

University of the Philippines  
**BA JOURNALISM**  
College of Mass Communication

### **BS BUSINESS ECONOMICS**

School of Economics

## CERTIFICATION

**200-hour Registered Yoga Teacher  
Yoga Alliance**

## PROFESSIONAL EXPERIENCE

### **MOROCCANOIL®**

**Copy Director | January 2018 to Present**

Oversees all copy for global marketing, advertising, packaging, and digital. Develops and evolves workflow protocols and approval processes. Builds 360° campaigns and launches with Marketing, Education, and Product Development; provides stewardship of brand voice and identity. Works with global markets including the UK, Korea, Japan, and Italy on promotions, packaging, POS materials, and more. Manages and co-produces digital content for brand website and retail partners, including Amazon, Sephora, Nordstrom, Bluemercury, and more.

**Associate Copy Director | April 2015 to January 2018**

**Senior Copywriter | September 2012 to April 2015**

### **LAURA GELLER BEAUTY**

**Copywriter | April 2011 to September 2012**

Produced copy for all packaging and marketing for QVC, Ulta, and other distribution channels.

### **AVON mark.**

**Copywriter, Creative | July 2010 to October 2010**

Wrote copy for print and digital marketing initiatives from brochures and banners, to monthly e-blasts and website content.

### **STUDIO ONE NETWORKS**

**Managing Editor & Writer | July 2010 to July 2012 (remote)**

Created lifestyle, fashion, and beauty digital content for TheStyleGlossy.com co-brand for ASEAN. Assigned blog posts to local bloggers in Asia.

### **STARWOOD HOTELS, THE LUXURY COLLECTION**

**Digital Copy Editor | May 2008 to February 2012**

Edited content for global websites as part of an extensive property page expansion and optimization program.

### **HEARST MAGAZINES INTERNATIONAL**

**Beauty Editor, et al. | June 2000 to July 2008**

Worked at *Seventeen*, *Cosmopolitan*, and Harper's *BAZAAR* magazines in various editorial, marketing, and advertising capacities.