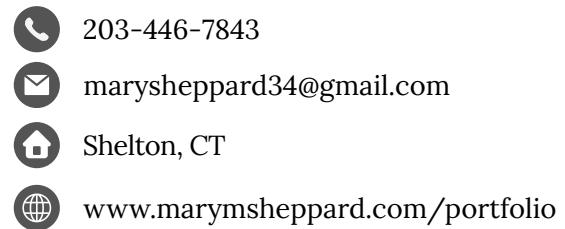


# MARY SHEPPARD



## PROFESSIONAL EXPERIENCE

### **Lead Brand Content Writer**

Timex Group | Shelton, CT | November 2022 - Present

- Owns the Timex brand voice and all copy across brand and product touchpoints
- Drives the narratives for high-profile collaborations with brands such as UFC, Warner Bros., and The New Yorker
- Writes clear and concise UX copy that guides customers effectively through digital experiences
- Manages the Timex blog; writes SEO-rich articles, reports monthly metrics, oversees freelance writers
- Collaborates with Art Directors on copy placements and proofs all assets
- Works with Product Managers to learn the key features of all products
- Provides advanced product insight to the Brand, E-commerce, and Creative teams
- Crafts executive quotes for PR press releases that amplify key brand messaging
- Ghostwrites the internal sustainability newsletter on behalf of Timex Group's VP of Global Sustainability
- Manages a healthy stream of ad-hoc copy requests; VO scripts, influencer mailers, packaging inserts, retail signage, Amazon brand store needs
- Routinely reviews timex.com and social content for consistency and accuracy
- Manages multiple concurrent projects independently in a highly cross-functional role with regular collaboration across key stakeholders

### **Copy Manager, Brand Content Writer**

Uno Alla Volta | Branford, CT | August 2018 - November 2022

- Owned the Uno Alla Volta brand voice and all copy across brand touchpoints
- Wrote all product copy and editorials for 17 (72+ page) print catalogs per year
- Wrote all SEO product and landing page copy for web: product titles and descriptions, keyword attribution, title tags, meta descriptions
- Provided the Digital Marketing team with results-driven copy for paid ads on Google and social
- Worked closely with the Product and Merchandising teams to learn the key selling points of new products
- Worked within Adobe InDesign to place copy into catalog spreads
- Served as a ghostwriter for the President
- Posted style guides, how-to articles, and seasonal newness updates to the Uno Alla Volta blog

### **Brand Content Writer, Social Content Creator**

Moringa Source | Danbury, CT | May 2016 - March 2017

- Developed key consumer-facing communication for moringasource.com
- Designed all site assets: homepage sliders, promotional banners, sale pop-ups
- Launched the Moringa Source blog, writing informative and engaging blog articles pertaining to superfoods, skincare, and nutrition
- Organically established the brand's social media presence on Instagram and Facebook

## EDUCATION

### **Western Connecticut State University**

Bachelor of Arts in Professional Writing, Journalism

### **American University in Bulgaria**

International Student Exchange Program, Journalism

## SKILLS

Developing & Adapting Brand Voice · Social Copy · Product Copy  
Product Storytelling · Persuasive Writing · Project Management  
Blog Writing · Ghostwriting · Copyediting & Proofreading  
ChatGPT & Claude.ai · Shopify · Microsoft Office Suite · Google Suite  
Airtable · Monday · Figma · Canva · Adobe InDesign