

MARY SHEPPARD



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Shelton, CT



www.marymsheppard.com/portfolio

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