

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 develops all key consumer-facing communication and seasonal product copy
- Supports 360 global brand campaigns with impactful storytelling and taglines for social, email, site, OOH
- Drives the narratives for high-profile collaborations with brands such as Todd Snyder, *The New Yorker*, and The Met
- Writes engaging copy for social media channels, and crafts data-driven headlines and post copy for all paid social ads
- Writes on-brand copy for various ad-hoc requests: influencer mailers, VO scripts, packaging inserts, in-store signage, Amazon brand store needs
- Manages the Timex blog; writes SEO-driven articles to boost visibility and performance and oversees all freelance writers
- Collaborates with Art Directors on copy placements and proofs all creative assets for accuracy
- Provides advanced product insight to the Brand 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
- Routinely browses timex.com and social content to ensure consistent, accurate, and error-free copy
- Leverages AI tools to enhance efficiency, streamline processes, and optimize productivity
- Thrives in a highly cross-functional role and regularly collaborates with key stakeholders

Copy Manager, Brand Content Writer

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

- Owned and enforced the Uno Alla Volta brand voice and developed all key consumer-facing communication
- 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 keyword-rich descriptions, keyword attribution for search and navigation, meta titles, meta descriptions
- Provided the Ecommerce 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 copyblocks 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 skincare and nutrition
- Organically established the brand's social media presence on Instagram and Facebook

EDUCATION

Western Connecticut State University

Bachelor's Degree 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 · Cross-functional Project
Management · Blog Writing · Ghostwriting · Copyediting & Proofreading
ChatGPT & Claude.ai · Shopify · Microsoft Office Suite · Google Suite
Airtable · Monday.com · Canva · Adobe InDesign