MARY SHEPPARD-HOWARD

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Shelton, CT
www.marymsheppard.com/portfolio

PROFESSIONAL EXPERIENCE

Managing Editor, Brand Storytelling

- Serves as editorial lead and strategic storyteller across the Timex Group portfolio, translating brand strategy and product positioning into compelling consumer narratives
- Drives copy strategy for major campaigns, seasonal initiatives, product launches, and collaborations — partnering with Creative and Brand Marketing leadership from brief through execution
- Builds and maintains voice guidelines, messaging frameworks, and content production tools that scale consistency without sacrificing authenticity
- Collaborates cross-functionally with Creative, Product, DTC, Legal, and Paid Media to align copy with brand and business goals
- Owns editorial review for high-visibility content — launch messaging, executive communications, and external narratives — ensuring accuracy and polish before release
- Edits and elevates both AI-assisted and human-written content for clarity, tone, and quality across customer-facing channels
- Mentors team members and stakeholders on editorial best practices, raising storytelling quality org-wide
- Catches tone inconsistencies and messaging risks before publication, protecting brand integrity at scale

Lead Brand Content Writer
Timex Group | Shelton, CT | November 2022 - Present

- Owned copy development across the full Timex product portfolio, crafting consumer-facing narratives for product launches, retail sell-in materials, DTC, paid media, email marketing, and social media
- Developed storytelling frameworks and launch narratives that translated technical product attributes into emotionally engaging consumer messaging
- Led content creation and editorial planning for the Timex blog, including SEO strategy, article development, freelance contributor management, and performance reporting
- Owned the development of all paid media copy across Meta platforms
- Crafted the narratives for Timex collaborations and partnerships
- Ghostwrote executive quotes and leadership communications for PR initiatives and corporate sustainability programs
- Maintained consistency and accuracy across digital channels through ongoing editorial review and quality assurance

Copy Manager, Brand Content Writer
Uno Alla Volta | Branford, CT | August 2018 - November 2022

- Served as the primary owner of brand voice and storytelling across print, digital, eCommerce, and marketing channels for a luxury artisan retail brand
- Wrote editorial features for 17 print catalogs annually (72+ pages each), translating artisan craftsmanship, heritage, and product stories into engaging narratives
- Created all web copy, including product descriptions, category pages, landing pages, title tags, meta descriptions, and SEO content
- Partnered with merchandising, creative, and marketing teams to develop seasonal storytelling and product narratives that supported customer engagement and revenue goals
- Wrote performance-driven paid media copy for Google and social advertising campaigns
- Worked directly in Adobe InDesign to integrate editorial content within catalog layouts and support cohesive storytelling across visual and written elements
- Ghostwrote communications and editorial content on behalf of company leadership
- Managed blog content including style guides, artisan spotlights, seasonal storytelling, and educational content

Brand Content Writer, Social Content Creator
Moringa Source | Danbury, CT | May 2016 - March 2017

- Developed brand messaging and consumer-facing content across digital marketing, product storytelling, website content, and social channels
- Wrote all product copy and promotional messaging for eCommerce initiatives
- Designed creative website assets, including homepage promotions, banners, and campaign content
- Launched and managed the company blog, developing content that increased brand visibility and consumer engagement
- Built and managed the brand's organic social presence across Instagram, Facebook, and X
- Provided customer engagement and community management support through social platforms

EDUCATION

Western Connecticut State University

Bachelor of Arts in Professional Writing, Journalism

American University in Bulgaria

International Student Exchange Program, Journalism

SKILLS

Editorial Leadership • Brand Voice Development • Campaign Storytelling • Editorial Strategy • Copywriting & Copyediting • Luxury & Lifestyle Storytelling • Product Storytelling • Creative Concept Development • Cross-Functional Collaboration • Team Mentorship • Content Strategy • SEO & AEO Content • Paid Media Copywriting • Ghostwriting • Executive Communications • E-Commerce Content • Adobe InDesign • Airtable • Monday.com • Figma • Shopify • Canva • AI-Assisted Content Workflows • ChatGPT • Claude