

MARY SHEPPARD



203-446-7843



marysheppard34@gmail.com



Shelton, CT



www.marysheppard.com/portfolio

PROFESSIONAL EXPERIENCE

Managing Editor, Brand Storytelling

Timex Group | Shelton, CT | March 2026 - Present

- Serves as an editor, expert advisor to brand owners, and operator responsible for translating brand strategy and product attributes into clear voice, tone, messaging, and product storytelling across the Timex Group brand portfolio
- Supports the development and maintenance of practical tools such as brand voice kits, voice packs, prompt templates, editorial frameworks, and emerging AI-supported workflows that help teams move faster while protecting authenticity and quality across content needs: product descriptions, launch messaging, email, paid media, social, blog, web, SEO, and AEO
- Edits and refines AI-generated and human-written content so final copy is clear, compelling, accurate, and on brand
- Partners closely with Brand, Creative, DTC, Product, Legal, and Creative Operations teams to maintain consistency and support scalable storytelling across the organization
- Provides final proofing and editorial support for high-visibility work, including executive decks, key internal communications, and external narratives as needed
- Protects brand integrity by flagging inconsistencies, weak claims, tone drift, factual issues, and unclear messaging before content is published

Lead Brand Content Writer

Timex Group | Shelton, CT | November 2022 - Present

- Served as primary owner and operational lead for all Timex product and brand copy
- Managed multiple concurrent copy projects independently with regular collaboration across key stakeholders
- Provided end-to-end copy support as sole writer across multiple designer workstreams
- Owned product copy across the full product portfolio, translating technical features into clear, consumer-first messaging for go-to-market launches, retail sell-in, sell-through campaigns, and eCommerce needs
- Provided advanced product insight to the Brand, eCommerce, Paid Media, and Creative teams
- Wrote all paid media copy across Facebook, Instagram, and CTV
- Managed the Timex blog (SEO articles, freelance oversight, monthly metrics) and wrote UX copy that guides customers through digital experiences
- Crafted the narratives for Timex collaborations and partnerships
- Managed a steady stream of ad-hoc requests; video scripts, influencer mailers, packaging inserts, retail signage, Amazon brand store needs
- Ghostwrote on behalf of senior leadership, including executive quotes for PR press releases and the internal sustainability newsletter for Timex Group's VP of Global Sustainability
- Routinely reviewed timex.com and social content for consistency and accuracy

Copy Manager, Brand Content Writer

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

- Served as primary owner and operational lead for all Uno Alla Volta product and brand copy
- Wrote all editorials for 17 (72+ page) print catalogs per year
- Wrote all copy for web; product titles and descriptions, keyword attribution, title tags, meta descriptions, landing page copy
- Provided the Digital Marketing team with results-driven paid media ad copy for Google and social
- Worked within Adobe InDesign to place copy into catalog spreads
- Served as a ghostwriter for Uno Alla Volta's 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 all Moringa Source channels
- Wrote all product copy
- Designed all site assets; homepage sliders, promotional banners, sale pop-ups
- Launched and managed the Moringa Source blog
- Organically established the brand's social media presence on Instagram, Twitter, and Facebook
- Moderated comments and resolved customer inquiries on social

EDUCATION

Western Connecticut State University

Bachelor of Arts in Professional Writing, Journalism

American University in Bulgaria

International Student Exchange Program, Journalism

SKILLS

Product Copy · Product Storytelling · Persuasive Writing · Social Copy · Blog Writing · Ghostwriting · Developing & Adapting Brand Voice · Editorial Framework Development · Copyediting & Proofreading · AI Prompt Engineering & Template Development · AI-Assisted Content Workflows · ChatGPT & Claude.ai · Project Management · Airtable · Monday · Figma · Canva · Adobe InDesign · Shopify · Microsoft Office Suite · Google Suite