

Sarah Pollitt

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WORK EXPERIENCE

NOGIN

Copywriter

Los Angeles, CA (Remote)

June 2023 - Present

- Wrote enticing and engaging email, social, web, and marketing assets for clients, including Rumpl, Alloy Apparel, ModCloth, Bloomist, and more, with a one to two-day turnaround.
- Used specific A.I. prompting to craft original, unique, witty copy for multiple brand voices.
- Transitioned brand voices up to 6+ times a day, all while maintaining consistency in individual brand tones and revising work thoroughly before submitting to a client.

Whimsy Soul

Freelance SEO Writer

Remote

March 2022 - Present

- Increased site visits by 10k views per post by writing long-form pieces utilizing SEO & internal linking optimization.
- Managed fast turnaround for pieces up to 3,200 words (1-2 days) accompanied by 32+ product photos.
- Pitched the blog to top trending brands (Olaplex, The Ordinary, Good Molecules, Tarte, etc.) for promotional products and received over \$300+ worth of merchandise to review.

FashionNova

Promotional Accounts Specialist

Los Angeles, CA

January 2023 - Present

- Wrote and developed creative captions to increase post-interaction and brand awareness.
- Revamped ad content for over 80 accounts, cutting over 8 hours of work to under 5 minutes by implementing shared Google Sheets and fostering clear communication with each account.
- Garnered over 16k likes for an original meme posted to the official FashionNova Instagram page (@FashionNova), along with creating other “tweet style” memes outperforming most content on the feed.
- Enhanced in-house content production by 25% by leveraging my adept copywriting and editing abilities, thereby reducing dependence on external creators.

FashionNova

Intern - Creative Development

Los Angeles, CA

September 2022 - December 2022

- Rotated bi-weekly through five departments: Site Merchandising, Buying, Styling, Influencer Marketing, and Social, with a strong focus in Copywriting.
- Wrote captions for the Instagram accounts @FashionNovaCurve (4.1m), @NovaKids (621k), @NovaMen (3.1m), and @MavenBeauty (201k), along with creating zodiac blog pieces and editing all promotional emails.
- Created unique and catchy product names for the buying team with a focus on dresses, sportswear, and jumpsuits.

EDUCATION

Columbia College Chicago

Bachelor of Comedy Writing & Performance | GPA: 3.9/4.0 GPA

Chicago, IL

December 2020

- **Awards/Honors:** Summa Cum Laude

SKILLS & INTERESTS

Professional: Google Suite, GRIN, Later.com, WordPress, CreatorIQ, Jira

Interests: Gardening, finance, bike rides, collage, poetry, comedy