

Oulimata Ba

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CAREER HIGHLIGHTS

Product Writer at THE OUTNET, YOOX NET-A-PORTER GROUP, Clifton, N.J.
present

Feb. 2017-

- ❖ Enthusiastic about crafting descriptions highlighting unique selling points for luxury ready-to-wear, shoes and accessories.
- ❖ Specify fabric, construction details, prints and embellishments to elevate customer experience.
- ❖ Compose eloquent romantic copy for in-house label Iris & Ink and exclusive collections, including Erdem and GANNI.
- ❖ Research and create SEO-driven features on designer history and product categories that boast THE OUTNET's lively and sophisticated tone; bolster product selection through clever mix of copy and cross-selling.
- ❖ Provide expert size & fit guidelines for ready-to-wear and shoes based on construction and frame shape.

Freelance Fashion Writer at IFCHIC, New York, N.Y.
Feb. 2017

Aug. 2016-

- ❖ Wrote in-depth product descriptions for online fashion retailer in engaging and authoritative voice.
- ❖ Provided breakdown on construction of garments, including fabric and fit while offering styling tips and tricks.

Freelance E-commerce Lifestyle Editor at HollywoodLife, New York, N.Y.
July 2016

March 2016-

- ❖ Composed four-to-six shopping posts and listicles daily on celebrity style and topics including fashion, beauty, books, etc.
- ❖ Utilized Google analytics, created e-commerce widgets and embedded links in stories site-wide to drive revenue.
- ❖ Liaised with E-commerce Director to compile the best strategies to boost traffic and commission for HollywoodLife.

Stylist Intern at Patricia Field, New York, N.Y.
Feb. 2016

Nov. 2015-

- ❖ Selected pieces for clients in preparation for themed parties, theatrical performances and cultural celebrations.

Fashion Editorial Intern at Stylight, New York, N.Y.

Aug. 2015-

Feb. 2016

- ❖ Wrote four shopping posts daily on topics ranging from the best outerwear for gowns, to tips on upgrading one's street style.
- ❖ Pitched, researched and wrote fashion, beauty and lifestyle pieces for digital magazine.

Reporter/Staff Writer at Headlines & Global News, New York, N.Y.

Dec. 2013-

May 2015

- ❖ Wrote, edited and published eight buzz-worthy news stories daily in addition to biweekly fashion and beauty column.

EDUCATION

City University of New York Graduate School of Journalism Dec. 2012

M.A. Journalism, Urban concentration; Feature Writing focus.

State University of New York, Binghamton May 2011

B.A. English and Political Science, Magna Cum Laude.

SKILLS/SOFTWARE

Proficient in: WordPress, Reaper, Google Analytics, SEO practices, Microsoft Office including Excel and PowerPoint.