



Oulimata Ba

EXPERT & CREATIVE COPYWRITER

CONTACT ME



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New York, NY



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EXPERTISE

- **SEO-driven content**
- **Luxury e-commerce**
- **Brand-voice copy**
- **Styling**

EDUCATION

MASTER OF ARTS JOURNALISM

Craig Newmark Graduate School of
Journalism at CUNY
2011 - 2012

BACHELOR OF ARTS ENGLISH & POLITICAL SCIENCE

State University of New York,
Binghamton
2007 - 2011
MAGNA CUM LAUDE

TECH SKILLS

CONTENT MANAGEMENT SYSTEMS

MICROSOFT OFFICE

GOOGLE ANALYTICS

INTERESTS

- **Poetry**
- **Horror Movies**
- **Lord of the Rings**

EXPERIENCE

PRODUCT WRITER / THE OUTNET, YOOX NET-A-PORTER GROUP, NJ

February 2017 to Present

- Compose SEO-driven copy for luxury ready-to-wear and accessories that boast THE OUTNET's lively and sophisticated tone; bolster product selection through mix of creative writing and cross-selling.
- Masterful at specifying fabric, garment construction, embellishments and signature details that enhance the customer experience.
- Create authoritative Editor's Notes spotlighting exclusive collections and brand history, including famed labels Valentino, Chloé and Erdem.
- Communicate and strategize with Buying and Quality Control teams to ensure site information is complete, accurate and exceeds business goals.
- Provide customer with on-trend styling and size and fit guidelines for ready-to-wear and shoes.

FREELANCE FASHION WRITER / IFCHIC, NY

August 2016 to February 2017

- Wrote inspiring, in-depth product descriptions for online fashion retailer in savvy tone.
- Provide customer with styling tips and tricks while highlighting fabric, signature details and prints.

FREELANCE E-COMMERCE LIFESTYLE EDITOR / HOLLYWOODLIFE, NY

March 2016 to July 2016

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

STYLIST INTERN / PATRICIA FIELD, NY

November 2015 to February 2016

- Selected pieces and curated looks at legendary NYC boutique for clients attending themed parties, theatrical performances and cultural celebrations.

FASHION EDITORIAL INTERN / STYLIGHT, NY

August 2015 to February 2016

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

REPORTER, STAFF WRITER / HEADLINES & GLOBAL NEWS, NY

December 2013 to May 2015

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