**Oulimata Ba**

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**CAREER HIGHLIGHTS**

**Product Writer at THE OUTNET, YOOX NET-A-PORTER GROUP, Clifton, N.J.** Feb. 2017-present

❖ 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.** Aug. 2016-Feb. 2017

❖ 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.** March 2016-July 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.** Nov. 2015-Feb. 2016

❖ 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.