

Rebecca Turner
50 Midland Blvd, Maplewood, NJ 07040
(917) 593-7260, rebeccamo34@gmail.com

Experience:

BedBathandBeyond.com/BuyBuyBaby.com

eCommerce Copywriter, Oct 2012-present

Research, write, and edit ecommerce and SEO copy for products and special collections sold on both sites. Develop expertise in a range of categories from baby gear to lighting. Interact with buyers and merchandisers to better sell products. Complete special writing projects for marketing team such as interactive banners, registry guide copy, and email copy. Help develop "Copy Clinics" to inform writers about products. Help develop style guides, train new writers, and work to improve standards, voice, and process.

WeightWatchers.com

Senior Copywriter, Mar 2010-Oct 2012; Copywriter, Mar 2004-Mar 2010

Wrote and edited marketing, eCRM, program, help, site tool and app copy. Owned copy through development, writing, IA, design, QA and production phases. Worked with creative, marketing, product, science, and international teams to develop copy, messaging, and voice. Managed relationship with third parties developing copy for site. Wrote entries for staff blog. Maintained style guide.

Freelance Web Writer/Editor

April 2001-March 2004

Projects included:

- Content Manager at Deutsch, Inc. on large pharmaceutical account, ensuring editorial consistency across direct, interactive and general media; editing for health literacy; and writing, copyediting and proofreading as needed
- Copyeditor at Meredith Corp. for all copy on magazine sites LHJ.com, BHG.com and MORE.com; also performed QA and research; produced sections for redesign; copyedited newsletters; maintained style guide; and managed freelance copyeditors
- Project Editor at 92nd Street Y, helping manage relaunch to include ecommerce and enhanced content, working with Y centers and departments to develop content; creating commerce pages using Commerce Server, and managing freelance page builders
- Copyeditor at Volume.com (an HBO company), editing content, newsletters, press releases and ads for entertainment and lifestyle site; creating and maintaining style guide; moderating 3 message boards

BankPass.com

Web Producer, Jul 2000-Apr 2001

Produced, wrote, and edited site for financial services startup. Created copy for site, demo, and application; ensured integrity across site, applications and delivery devices; collaborated with product development and tech staff; managed freelance designers.

HSBC Bank USA (formerly Republic National Bank)

Web Producer/Assistant Treasurer, Mar 1999-Jul 2000; Section Editor, Mar 1998-Mar 1999

Oversaw content production for major site activities, including launch of Internet banking and merger with HSBC. Produced, wrote and edited content; coordinated designers, writers, programmers and tech staff.

BMG Entertainment

Web Development Coordinator, Feb 1996-Mar 1998; Development Assistant, October 1995-February 1996

Created content for R&B/hip-hop, alternative and country music sites. Wrote site copy, including music news columns; edited and proofread; managed interns; developed content with artists and labels.

Alan Guttmacher Institute

Assistant Editor, Mar 1990-July 1994; freelance writer, Jul 1994-Oct 1995.

For women's health research journal, edited articles and book reviews; managed peer review process; wrote news reports, including quarterly column; solicited material through reading and conferences.

Proficiencies:

Writing, editing, conceptualizing and organizing content, content management, and site QA

Additional experience:

Singer-songwriter (CDs "Land of My Baby" 2005 and "Slowpokes" 2009). co-host, Saturday Afternoon Song Swap songwriter's performance series, Millburn, NJ (2010-present)

Education:

Columbia College/Columbia University, New York City, BA in English