



creative copywriter with an eye for aesthetics

Table of Contents

- 01** Biography
- 02** E-Commerce - Collection & Homepages
- 03** E-Commerce - Product Pages
- 04** Signage
- 05** Email Marketing
- 06** Product Packaging
- 07** Pitch Deck
- 08** Social - West Elm
- 09** Social - Reframing the Future
- 10** Retail Catalog
- 11** Press
- 12** Earned Media
- 13** Technical Expertise
- 14** Contact Me

Biography



HELLO THERE! I'M ALYSSA.

As an experienced copywriter, I specialize in crafting engaging and emotive copy for renowned companies like West Elm, Barneys New York, and Condé Nast. With a passion for the dynamic tech industry, my pursuit of a STEM degree in computer science has honed my skills in programming, web development, and project management, enabling me to consistently exceed expectations with a fresh perspective.

With a diverse portfolio encompassing collaborations with global brands and non-profit initiatives, I bring a strategic blend of creativity, attention to detail, and collaboration to every project. I ensure that the unique voice of each brand shines through in their marketing efforts, amplifying their message and captivating their audience.

Driven by my dedication to learning and an eye for aesthetics, I am a versatile professional ready to make a meaningful impact in any creative or technical field. Whether it's writing compelling content or developing innovative solutions, I'm confident in my ability to overcome challenges with my unique perspective.



E-Commerce

COLLECTION & HOMEPAGES

From the homepage to collection page, see examples of the clear and concise product storytelling experience I've created for the West Elm B2B and West Elm Kids micro-sites, optimizing for SEO.



Collaborators we love

Sarah Sherman Samuel

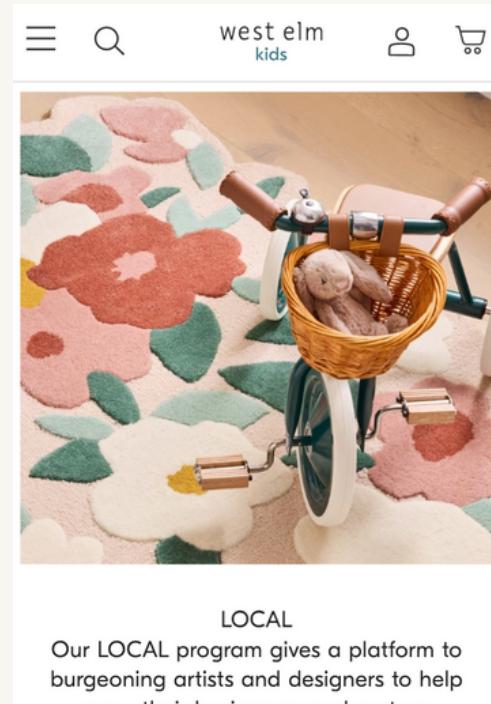
Designer and ultimate DIYer Sarah Sherman Samuel is famous for her functional yet whimsical design ethos. Now, we've teamed up with her to create kids' bedding, furniture, toys and more that will grow up with them.

[Shop our collab](#)



Misha & Puff

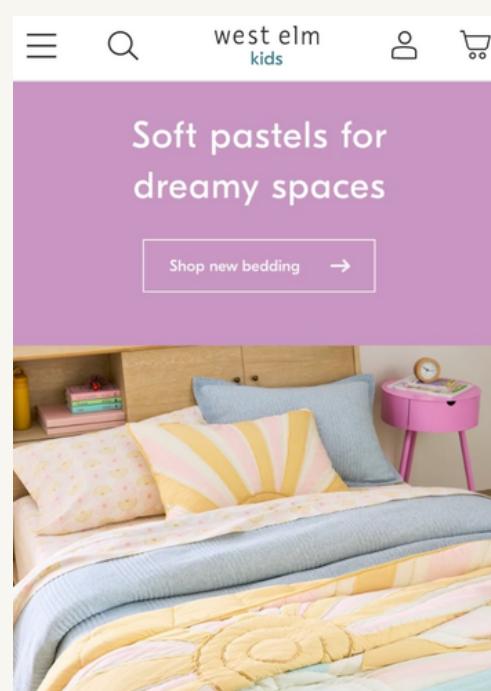
Knitwear brand Misha & Puff has earned a devoted following for heirloom-quality sweaters and babywear. We've teamed up with them on a home goods collection that spotlights unique textures, a rich palette and vintage charm.



west elm kids

LOCAL
Our LOCAL program gives a platform to burgeoning artists and designers to help grow their businesses and nurture creativity.

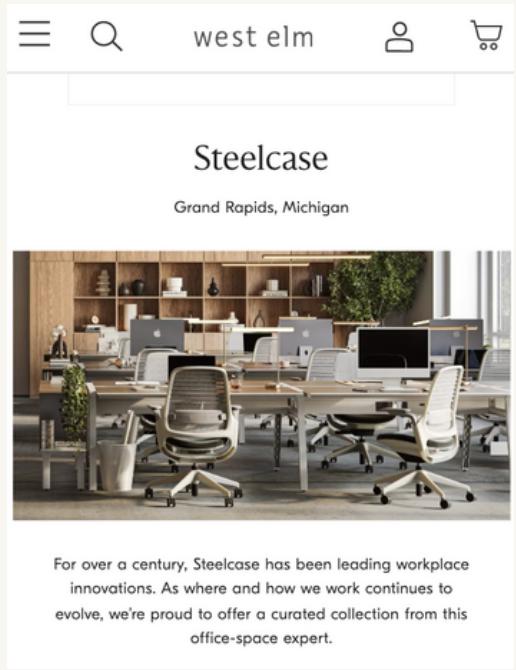




west elm kids

Soft pastels for dreamy spaces

[Shop new bedding →](#)



Steelcase
Grand Rapids, Michigan



For over a century, Steelcase has been leading workplace innovations. As where and how we work continues to evolve, we're proud to offer a curated collection from this office-space expert.



Decor





Walk on the wild side

[Shop washable rugs →](#)



E-Commerce

PRODUCT PAGES

With a focus in the mobile experience for the West Elm B2B and West Elm Kids micro-sites, this detailed product information copy is SEO optimized on each product page.

≡ west elm

AMQ Bodi Chair by Steelcase

\$475



In Stock & Ready to Ship

Frame color: Black

Black White

[WHY YOU'LL LOVE IT](#) [DETAILS](#) [DIMENSIONS](#)

Why you'll love it

- Steelcase® specializes in all things workspace.
- Ergonomic performance never looked so good.
- Provides superior comfort and all-day support.
- Contract Grade for unmatched durability.

Details

- Brought to you in collaboration with Michigan-based Steelcase®.
- Adjustable seat and arm height.
- Polished steel swivel base.
- Covered by Steelcase® Limited Warranty and 30-day return policy.
- This contract-grade item is manufactured to meet the demands of commercial use in addition to residential. [See more](#).
- Made in South Korea.

≡ west elm

Dimensions



Overall:	27" w x 27" d x 37.25"-42.75" h
Seat height:	17.5"-23"
Seat depth:	20"
Seat width:	19"
Back height:	23.75"
Arm height:	25"-32.5"
Weight limit:	275 lbs.

Assembly & care

Assembly

Arrives fully assembled.

Care

Spot clean with a damp cloth or sponge. Blot to remove excess water; air dry. Blot spills immediately with a clean colorfast towel or sponge.

≡ west elm kids

Pippa Bed

Limited Time Offer
\$629.10 - \$989.10 ~~\$699~~ - \$1,099



[WHY YOU'LL LOVE IT](#) [DETAILS](#) [DIMENSIONS](#)

Why you'll love it

- The headboard's overlapping panels are enhanced by a glossy finish.
- Designed to be timeless with simple, clean lines.
- Covered in child-safe, water-based finishes.



Modern design

Featuring a timeless hue and clean lines, this bed elevates a bedroom, dorm or guest room.

Signage

Seasonal messaging I created for West Elm that was used in retail stores and billboard signage across US and Global markets.



Good for people, good for the planet.

We are the only home furnishings retailer on Barron's 100 Most Sustainable U.S. Companies list for the past five years.

We're using sustainable sourcing, ethical design & responsible manufacturing in these key areas:

- Good design**
Original, in-house design & ethically made with Fair Trade USA for unique style and quality.
- Good for you**
Organic fibers grown without pesticides & low-VOC finishes, guaranteeing you a healthy home.
- Good for the planet**
Reducing waste & prioritizing circularity with responsible sourcing of recycled & upcycled materials.
- Good for the community**
Helping local makers grow their businesses & artisans preserve handcrafted traditions worldwide.

Our design crew is ready to help today! Free one-on-one design services *in our store or in your home.*

Book your free consultation: virtualdesignservices@wsgc.com

DESIGN CREW

Stand with pride

We're big believers in cultivating a home and community that can empower our most authentic selves. We take pride in each other's unique passions and personalities to foster a diverse global community—that includes the LGBTQ community! Today and every day, join us in celebrating equality and community for all.

summer starts here

change of seasons

Summer means lighter layers. Stay cool while you sleep with all-natural hemp and organic cotton, and change up your heavier quilts with breathable blankets.

Good for people, good for the planet

We use design to do better—for the earth, our communities & you.



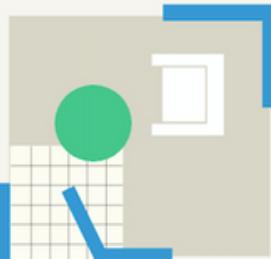
Email Marketing

In the sample below, I spearheaded the development of language, tone, and voice for store opening email campaigns at West Elm, fostering customer trust in COVID-19 protocols, emphasizing community impact, and promoting local artisans.

SL: (party popper U+1F389) West Elm Dedham is now open! (party popper U+1F389)
PHT: Stop by and shop sofas, bedding, decor & more

west elm

come
see our



new digs,
dedham!

west elm
dedham

Legacy Place
420 Legacy Pl
Dedham, MA 02026
781-461-8660

Hours

Sundays: 12–6pm
Mondays–Saturdays:
11am–7pm

[GET DIRECTIONS →](#)

protecting our community

Your health and safety is our top priority. Safety protocols have been implemented in all of our stores based on CDC and government recommendations.

here's what
you can
expect:



Frequent deep cleaning and sanitizing.



A limited number of people allowed in stores and social distancing markers.



Touchless shopping policy where possible.



Protective equipment including required face coverings for associates.



Required daily wellness checks for all associates.

Please call our Customer Care team if you have any questions (1-888-922-4119).

more ways to shop

safe & eco-friendly too!



fast, free pickup
at our stores

[LEARN MORE →](#)



flexible pickup at
a UPS Access Point™

[LEARN MORE →](#)

supporting our community

We've partnered with Rosie's Place, a nonprofit that is committed to providing a safe and nurturing environment that helps LGBTQ+, self-identifying women maintain their dignity, seek opportunity and find security in their lives in Boston, Massachusetts.



[ROSIESPLACE.ORG →](#)

celebrating our community



Shop West Elm LOCAL's original art and prints by one of our favorites, Boston-based maker Liana Rae

[SHOP NOW →](#)

[BYLIANARAE →](#)

West Elm LOCAL gives a platform to 50+ makers and designers right in your own backyard, who foster craft and creativity in communities coast to coast. Now more than ever, they need our help to stay afloat!

[SHOP LOCAL MAKERS →](#)

why west elm?



good design

Original style & quantity you won't find anywhere else.



good for you

Organic fibers & nontoxic finishes, screened for harmful chemicals.



good for the planet

Responsible sourcing of FSC®-certified, recycled & upcycled.

Product Packaging

Writing copy for product packaging, I oversaw the end-to-end development process in close collaboration with the design, product development and merchandising teams. Through extensive market research and multiple rounds of product development, I crafted a cohesive and consistent product story that aligned with the overall branding of West Elm.



Kaloh Cookware



west elm

Pitch Deck

I supported the West Elm PR team in writing compelling pitch decks for brand collaborations, providing strategic input and meticulous attention to detail to shape persuasive presentations highlighting the value and potential of these partnerships.

Our Commitment to Planet Earth

HOUSEPLANT + west elm

By 2030, 75% of our products will support one or more of our responsible retail initiatives, building on our planet- and people-focused goals.

HOUSEPLANT
+
west elm

Planet

Climate & energy • Responsible materials & finishes
• Waste & circularity

We're on track to meet our goal of 100% responsibly sourced cotton and have already exceeded our goal of 50% responsibly sourced wood by 2021. Looking forward, we'll further our leadership in responsible materials and finishes by expanding beyond wood and cotton. We're preparing to set a company-wide climate target, expanding our use of lower impact materials and reducing waste through improved packaging and circularity.

People

Ethical production • Worker wellbeing • Economic impact

Last year, we met our 2020 goal of paying \$3M in Fair Trade Premiums and educating and empowering 100K workers in our supply chain. Now, we're building on our leadership and increasing our commitment to ethical production, worker wellbeing and craft to drive economic impact and opportunity through our supply chain and purchasing.

What Sets Us Apart

HOUSEPLANT + west elm

Our commitments

95% of our products are designed in-house for style & quality you won't find anywhere else

60% of our wood furniture is responsibly sourced

100% of our all-cotton bedding & bath towels are certified organic

65% of our sofas are hand assembled in the USA

1st home retailer to join Fair Trade USA. Since joining, we've paid \$5.7M in Fair Trade community development funds.

15% in July 2020, we committed to the 15 Percent Pledge with plans to increase our LOCAL partnerships and Design Collaborations with Black makers, small businesses, designers, artists and Black-owned brands to a 15% minimum.

Our reach

8M unique monthly visitors to [westelm.com](#)

3.7M total email distribution

4M combined social media reach

47B consumer media impressions in 2020

Stores

190 company owned retail stores across the US, Canada, the UK and Australia and franchise partners in the Middle East, Mexico, Philippines and South Korea

20 Wholesale locations in the UK, Ireland and New Zealand

SKU ideas

Incense burner

Plant care tools

Decorative bowls and planters

Hide and hold objects

Boxes

Trinket dishes & trays



Social

WEST ELM

I provided product copy and taglines to the West Elm social team, enabling a consistent storytelling experience across social, web, and retail platforms, enhancing the brand's presence and engaging customers effectively.

WILLIAMS-SONOMA, INC. + THE TREVOR PROJECT

Stories of Pride

Williams-Sonoma, Inc. is proud to partner with The Trevor Project to make sure every single LGBTQ person can live their story of pride authentically.

We believe that stories of hope, support, and connection are powerful in helping people in their journey to acceptance. Help tell their stories and learn more.

Donate today



westelm Our longstanding partnership has contributed more than \$650,000 in funds raised to the @trevorproject, the world's largest suicide prevention and crisis intervention organization for LGBTQ youth. That's enough to support about 7,300 LGBTQ youth in crisis via free, confidential 24/7 counseling. Join us in supporting this incredible organization—we're donating 50% of proceeds from select #WestElmLOCAL products. Tap the link in our bio to learn more!

48w



487 likes

JUNE 1, 2022



westelm The perfect pairing: classic @westelmkids mid-century nursery furniture and heirloom-quality @misha_and_puff pieces. Swipe for more vintage-inspired charm—and tap to shop your favorites! #MishaAndPuffxWestElmKids

9w



westelm Heirloom-quality home goods for your kids' rooms? Yes, please. @westelmkids teamed up with beloved knitwear brand @misha_and_puff to bring you a collaboration full of unique textures and rich colors. Shop and see more at the link in our bio! #MishaAndPuffxWestElmKids

17w



westelm Our newest collection from LA-based artist Abel Macias (@abelmac) is all about mood-boosting color, texture and pattern. Swipe for more 🌿 & tap to shop on @westelmkids. #WestElmKids

Edited · 51w



westelm Say "O HEY" to our collaboration with @kule! The cult-favorite NYC-based brand began with founder Nikki Kule's quest to make the perfect striped tee. Now, the brand's playful ethos ("We don't take ourselves too seriously," says Nikki) is translated into a summery collection featuring their signature smiles and—of course—stripes, designed for indoors & out. #KULExWestElm

48w

hey there!

west elm outlet is coming
soon to industry city

GET READY



stay in the loop @WestElmIndustryCity

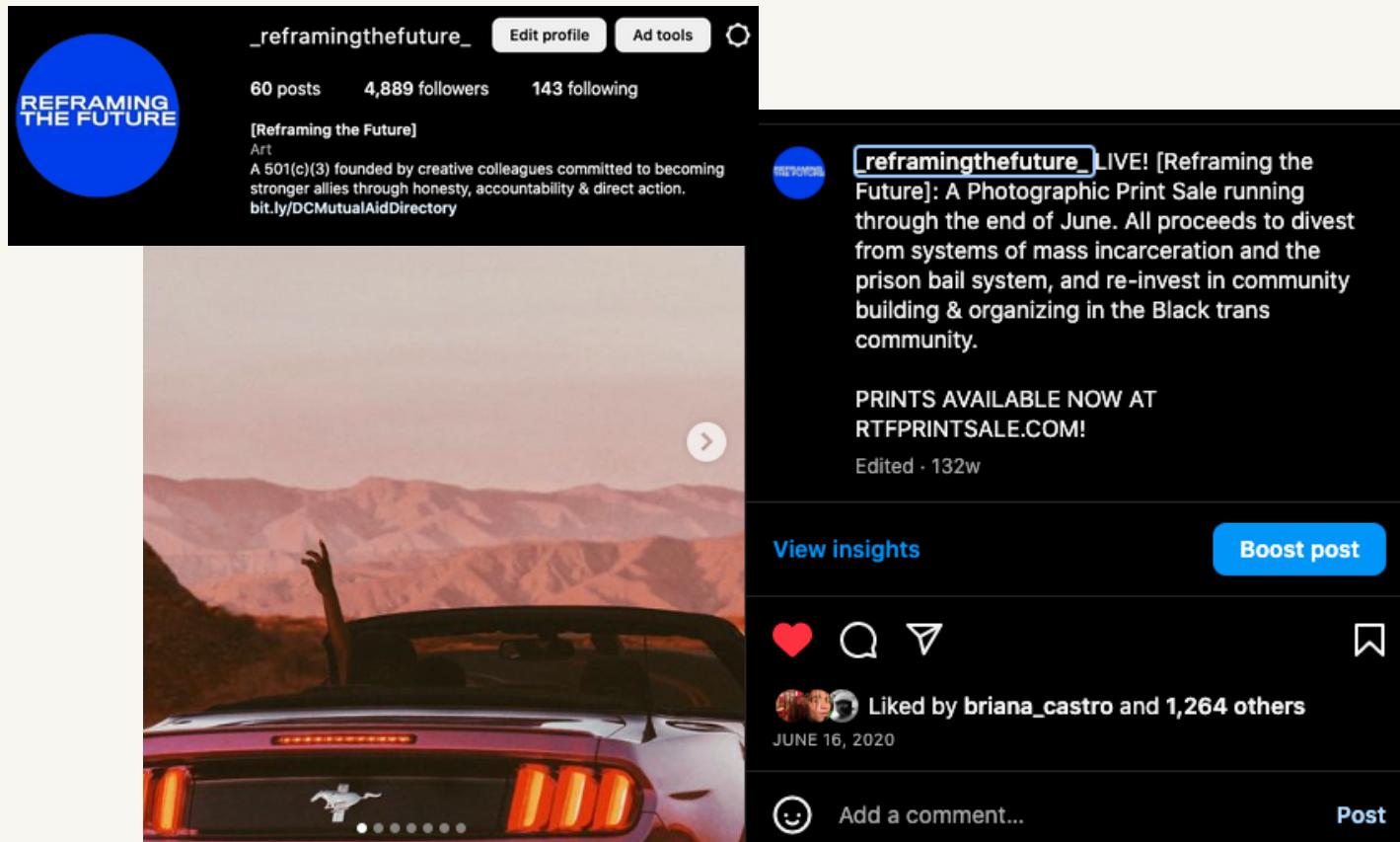


SOCIAL BANNER

Social

REFRAMING THE FUTURE

I played a pivotal role in the launch of the Reframing the Future Instagram page by writing impactful social media captions. Through my contributions, I helped capture the attention of the audience and drive the growth and engagement of the platform.



The image shows a graphic poster for the "Reframing the Future" T-Shirt Sale. The poster is yellow with large black text. It features the words "REFRAMING THE FUTURE" in a bold, sans-serif font, followed by "T-SHIRT SALE" with star symbols on either side. Below this, it says "ALL PROCEEDS GOING TO:" followed by a list of organizations: "BLOQUE NEGRO", "ROGUE CLIMATE", "BRAVE SPACE ALLIANCE", "MARSHA P. JOHNSON INSTITUTE", "FOR THE GWORLS", "YOUTH ARTS & SELF-EMPOWERMENT PROJECT", and "THE SENTENCING PROJECT". At the bottom left, it says "*PRICES RANGE FROM \$35-\$50*". At the bottom right, it says "October 23rd". To the right of the poster is a vertical column of Instagram posts from the @reframingthefuture_ account. The first post announces the launch of a graphic T-shirt sale benefitting various organizations. The second post provides details about the sale, including contributing designers and hashtags. Both posts include links to RTFPRINTSALE.COM!, engagement metrics, and options to view insights or boost the post.

Retail Catalog

As the sole copywriter for retail catalogs for West Elm, I undertook the responsibility of writing copy that showcased the expansive assortment within a category, while infusing an editorial flair into informative how-to guides as exemplified below. Through my expertise, I seamlessly blended product descriptions with engaging storytelling, creating a captivating and informative shopping experience for customers.

Style your pillows like a pro

Sure, pillows are for sleeping. But their arrangement is also the final touch of a well-made bed that pulls the room together. Read on for tips on size, placement and a few of our favorite looks.

The king-sized bed

Minimalist



This simple arrangement keeps it clean and uncomplicated.

4 standard stacked,
20"sq. accent

Traditionalist



You can never go wrong with a classic five-way.

2 Euro shams vertical,
2 standard vertical,
34" lumbar

Maximalist



Plush and layered, these pillows look amazing.

2 Euro shams vertical,
4 standard stacked,
20"sq. accent, 12"x21" accent

The queen-sized bed

Minimalist



Neat and tidy with room to spare.

4 king vertical,
34" lumbar

Traditionalist



The basics, with a bit of added flair.

3 Euro shams vertical,
2 king vertical, 20"sq. accent,
18"sq. accent

Maximalist



The more (and more) the merrier.

4 king stacked, 2 king vertical,
2 standard vertical, 20"sq. accent,
12"x21" accent



Do you sleep...

Hot			Cold		
Do you prefer...			Do you want...		
A silky sheet	A laid-back look	A soft staple	Cloud-like softness	Bear hug warmth	
As a warm sleeper, how hot is hot?	What's your vibe?	How do you like your bed to look?	Cloud-like softness	What's your style?	
I slough off my top cover	I'm like a furnace	Cool & casual	Light & airy	Neat as a pin	Tbh, I rarely make it
				So plush & fluffy	Touch of glam
					Cozy vibes only
Tencel™ Lyocell ↳ Organic cotton sateen	↳ European flax linen ↳ Organic cotton gauze	↳ Cool & casual ↳ Light & airy	↳ 400-thread-count organic percale ↳ Organic washed cotton percale	Cotton jersey Explore all bedding 	Velvet Flannel

Our bedding collections

From soft organic cotton to silky, sustainably sourced TENCEL™ Lyocell to cozy jersey, our top-quality bedding is designed for the way you sleep best.



European Flax Linen



TENCEL™ Lyocell



Organic Washed Cotton



Organic Cotton Percale



Organic Cotton Sateen



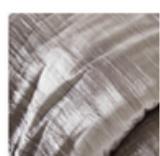
Cotton Gauze



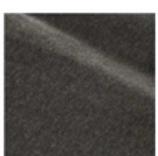
Organic Cotton Jersey



Organic Cotton Percale



Lush Velvet



Cotton Velvet

Press

I played a crucial role in the development of Reframing the Future's press releases, leveraging my writing and copy editing skills to capture attention and generate interest in our fundraising campaigns. Through these press releases, we successfully garnered widespread attention and support for our initiatives, contributing to the organization's overall fundraising success.

[Reframing the Future]: A Photographic Print Sale

-FOR IMMEDIATE RELEASE-

10+ ARTISTS & DESIGNERS JOIN “[REFRAMING THE FUTURE]” A FUNDRAISING INITIATIVE TO BENEFIT THE NATIONAL BAIL OUT & THE MARSHA P. JOHNSON INSTITUTE

Work now available from an intersectional coalition of photographers and graphic designers to support Black communities in response to systemic racism and police brutality.

June 16–June 30, 2020

[Website](#)

[@_reframingthefuture](#)



Available works, from left to right: Cedrick Gustave, Crystal Zapata, Jewelyn Butron, Preston C. Thompson.

NEW YORK—(June 14, 2020) [Reframing the Future]: A Photographic Print Sale adds the works of 50+ emerging and established artists, in its efforts to raise funds for both the [National Bail Out](#) and the [Marsha P. Johnson Institute](#). Beginning on June 16th, all of the works will be available for purchase at [rtfprintsale.com](#) **through June 30th, 2020**. All proceeds from the sale will be donated to divest from our current system of police brutality and mass incarceration under the guise of public safety while investing in long-term community building and organizing within the Black community.



Available works, from left to right: Camila Falquez, Peter Ash Lee, Olya Olenic, Kyle Weeks.

CONTRIBUTING ARTISTS

The list of 70+ contributing artists includes many of the top emerging and professional photographers and graphic designers working today.

[Reframing the Future]: A Photographic Print Sale

-FOR IMMEDIATE RELEASE-

Adrienne Raquel \ Anaraim \ Araba Ankuma \ Asia Denise-Shelton \ Ben Beagert \ Camila Falquez \ Chris Rhodes \ Corey Olsen \ Cruz Valdez \ Damien Maloney \ Dan Duran \ Daniel Jack Lyons \ Daria Kobayashi Ritch \ Davey Adésida \ Don Brodie \ Francesco Nazardo \ Gabriel Boaz Munhoz \ Genie Kausto \ Guen Fiore \ Hans Neumann \ Heather Hazzan \ Inés Manai \ Jackie Kursel \ Jimmy Marble \ Joyce Ng \ June Canedo de Souza \ Kaleb Marshall \ Kyle Weeks \ Lawrence Agyei \ Lelanie Foster \ Lia Clay Miller \ Lucia Buricelli \ Lucie Rox \ Madison Voelkel \ Mat + Kat \ Markn \ Miranda Barnes \ Myriah Acosta \ Natalia Neuhaus \ Nico Kartel \ Olya Oleinic \ Oumayma B. Tanfous \ Peter Ash Lee \ Rafael Rios \ Robbie Lawrence \ Ryan James Caruthers \ Sabrina Santiago \ Sam Nixon \ Scandebergs \ Théo de Gueltzl \ Vanessa Granda \ Vivek Vadoliya...plus more.

ABOUT THE PRINTS

All prints will be available for purchase. Promotional posters will be \$25 for 8" x 10" and \$30 for 10" x 12.5". Photographic prints will be \$75 for 8" x 10" and \$100 for 12" x 17", plus shipping within the U.S. or internationally. NYC-based LuxLab has agreed to provide their printing services to us at a discounted price. Due to the current closure of non-essential businesses, there may be a slight delay in shipments. All prints are available in an open edition, limited to the duration of the fundraiser, and are unsigned.

ABOUT US

[Reframing the Future] was founded by a group of creative colleagues united by a common goal of becoming stronger allies. We believe confronting white supremacy cannot be achieved without a commitment to honesty, accountability, and direct action. In this spirit, [Reframing the Future] is working with contributing artists to fundraise for the National Bail Out and the Marsha P. Johnson Institute. All proceeds will be donated and used to divest from our current system of police brutality and mass incarceration under the guise of public safety while investing in long-term community building and organizing within the Black community.

As an entirely volunteer-based initiative, the individuals behind [Reframing the Future] will not make a profit or receive compensation.

#

Media Contact:

contact@rtfprintsale.com

rtfprintsale.com

[@_reframingthefuture](#)

Earned Media

A snippet of archive press coverage for the non-profit initiative Reframing the Future. In 2020, our remarkable project raised \$200k, with proceeds split equally between the Marsha P. Johnson Institute and National Bailout. Our efforts were featured in the industry's most esteemed publications, including Vogue, Vanity Fair, GQ, New York Magazine, Elle, Marie Claire, W Magazine, WWD, Paper, and i-D.

VANITY FAIR SIGN

[Reframing the Future]



Sabrina Santiago, *Untitled*, 2019 BY SABRINA SANTIAGO.

Myriah Acosta, *Magenta* BY MYRIAH ACOSTA.

Reframing the Future, a coalition of more than 70 artists, will also be selling prints. Funds will be split between the National Bail Out and the Marsha P. Johnson Institute.

"We believe confronting white supremacy cannot be achieved without a commitment to honesty, accountability, and direct action," Reframing the Future said in a statement.

Within the first 48 hours, Reframing the Future raised \$50,000, which will be put toward long-term community building and organizing within the Black community. The images, which offer a variety of styles from

i-D + english



COURTESY OF JOY

NEWS

Buy prints to support the Marsha P. Johnson Institute and National Bail Out

Some of our favourite photographers have come together to raise funds in order to fight police brutality and mass incarceration.

VOGUE SUBSCRIBE SIGN IN

LIVING

Behind the Affordable Photo Print Sale Supporting Black-Led Social Justice Charities

BY LIAM HESS June 20, 2020



W

WORTHY CAUSES

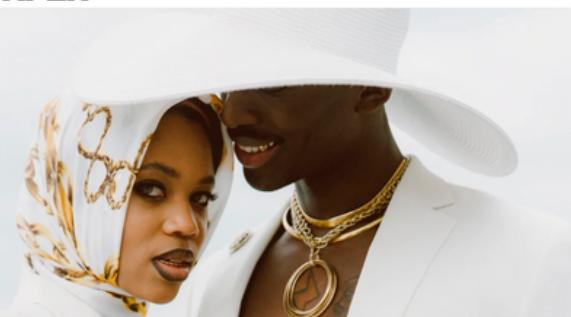
Buy Affordable Photography, Support Black Trans Lives

by W Staff 06.16.20

f t p e



PAPER



BEST OF THE WEEK

This Art Sale Is Raising Money for Black-Led Social Justice Organizations

by Sandra Song | 17 June 2020

Technical Expertise

→ OPTIMIZATION TOOLS

With my experience in SEO and UX writing, I am capable of producing high-quality, optimized content that ranks well in search engines while providing a great user experience. I understand the significance of utilizing targeted keywords, meta descriptions, and header tags to improve website traffic and engagement. Moreover, I can craft compelling copy that speaks directly to the target audience, taking into account their preferences and interests. By combining these skills, I can create content that stands out in the digital landscape with a personalized touch.

→ WEB DEVELOPMENT & PROGRAMMING

As both a copywriter and in my continuing studies, I have gained proficiency in several programming languages, such as HTML, CSS, JavaScript, SQL, C++, and Python. My experience in web development and programming has allowed me to create engaging and optimized content for various digital platforms. By having a deep understanding of these programming languages, I'm able to craft copy that is not only aesthetically pleasing but also SEO-friendly and user-focused. This knowledge also enables me to work collaboratively with developers and designers, ensuring seamless integration of my copy into the overall design and functionality of a website or application.

→ DESIGN, DATA ANALYSIS, & CMS TOOLS

My proficiency in design, data analysis, and content management tools such as Adobe Suite, Airtable, Google Analytics, and CMS publishing allows me to create content that is visually appealing, data-driven, and easily publishable. With Adobe Suite, I can create eye-catching graphics and videos that help bring brands to life. Airtable helps me organize information efficiently and manage projects seamlessly. Google Analytics allows me to analyze website traffic and user behavior, while CMS publishing enables me to create and publish content to websites quickly and efficiently.

→ AI-POWERED TOOLS

In an ever-evolving era dominated by AI-powered content creation tools, embracing automation becomes imperative to not only stay competitive but also thrive in the digital landscape. Harnessing the potential of these tools allows me to write intricate algorithms within project management platforms like Airtable, optimize HTML to enhance SEO, analyze consumer data to present meaningful insights to stakeholders, and liberate time for creative pursuits that demand my expertise, such as crafting compelling and authentic copy. With a deep understanding of AI-powered tools, I relentlessly explore groundbreaking approaches to streamline workflows and deliver content on time.



Let's keep in touch

Whether you have an exciting project you'd like to collaborate on, a question about my experience, or just want to say hello—I'd love to connect!

[LINKEDIN](#)

[INSTAGRAM](#)

[EMAIL](#)