

LALANII ROCHELLE, MFA



CREATIVE WRITER & CONSULTANT

Brand Ambassador

INSPIRE. IMAGINE. INFUSE.

ABOUT

Lalani Rochelle is a senior copywriter and consultant with a marketing and production background. Her niche writing consists of product reviews, descriptions, articles and opinion pieces featured in magazines and various websites. As a respected online personality, her blogs are informative and impactful. She has excelled in concept and development of voice and tone matched copy for over eight years. Prior to that her record marks seven years as a facilitator and producer and notes she has trained and managed all skill levels. Rochelle has made a name for herself as a successful brand ambassador for the fashion, beauty, entertainment and lifestyle industries. Fifteen years of collective creative experience shows through a proven success rate working with startups, agencies and as freelance talent. **Currently available for freelance, contract and full-time work.**

WORK HISTORY

SENIOR COPYWRITER

DEC
2013

bebe Design Studio | Current - 3 Years Ongoing

Writes all creative copy for both 2bbebe/outlet and bebe.com website utilizing excel sheets recording model specs, measurements, fabric, care instructions and SEO description detail. Brainstorms and edits as necessary. Efficient in Momentis Fashion System and Site Manager CMS. Updates and monitors direction for product line in brand voice including working from product ids and sku numbers to keyword, character count and import requirements. Documents digital assets, updates and offers styling and lifestyle tips within product descriptions, oversees all web edits, FAQ pages.

WEB PRODUCER | CREATIVE TALENT

AUG
2012

Sony Pictures Entertainment | 1 Year 5 Months - Contract Assignment

Creates compelling copy for splash pages, flash games, email builds, banners. Schedules design and development teams within client tracking and training and various projects pertaining to the creation and promotion of movies, television and home entertainment.

FASHION. BEAUTY. LIFESTYLE BLOGGER

AUG
2008

Lalani.com | 15 Years and 7 Months Freelance - Available for Hire

Model brand ambassador and influential blogger with a unique inflection on varying topics. Innovative thinker with exponential experience writing creatively for the fashion, entertainment, beauty and lifestyle industries. Hyper-driven copywriter with the ability to multi-task. Concept development: banner and ad copy for Facebook/Twitter/Google Ads and more. Forward thinking consultant forecasts trends across all industries. Personable team player works in conjunction or solitarily. E-commerce experience peeks with creative direction: Lookbook and style tips/how-to/DIY copy, persuasive web content and articles with an eye for selecting catalog styles, fashion photography and placement.

CREATIVE CONSULTANT

DEC
2007

Creative Writing Agency | 7 Years and 3 Months

Creatively manages team of 12-15 interns and freelance writers, designers and developers using intrinsically motivated strategies. Provides critique to employees while delivering on-time work to clients. Edits various voice and tone appropriate online and print work. Writes fashion and product descriptions for businesses, manages personal and business social networking platforms, blogs and creative writing as necessary. Organizes brainstorm presentations for ghostwriting sessions and leads and convinces startups and mid-sized companies using creative pitches and advertising. Excels in sales and marketing strategies creating custom content and unique proposals in digital mediums using current trending topics and research. Generates leads and sales with proven results at a 91% close rate. Delivers professional personal consultations to a creative target market daily.

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EDUCATION

MASTER IN FINE ARTS - DUAL CONCENTRATION

Antioch University | 2012
MFA - Nonfiction and Poetry.

MASTER IN FINE ARTS

Antioch University | 2011
Creative Writing - Graduated with honors. Nominated for AWP's Intro Journals Project. Mentored by New York Times Bestselling author: Hope Edelman.

BACHELOR OF SCIENCE

University of Phoenix | 2009
BS - Management. Minor in Communications with special interests in Marketing.

"Indulging in intimate creative exchanges that combine lifestyle, entertainment, fashion and literature.
These experiences expose more informed ideas, connections and personal growth."

HONORS

PEDAGOGY CERTIFICATE

Antioch University | 2013
Post graduate Certificate in the teaching of Creative Writing.
Taught as a facilitator at USC.

3.9 GPA HONORS

Standing Average | 2009 - 2012
3.9 GPA with high honors and recommendations.
Graduate lecture: standing ovation.

SKILLS



INTERESTS

