# LALANII ROCHELLE, MFA

## **CREATIVE WRITER & CONSULTANT**

Brand Ambassador

- 310.987.2951
- in /lalaniigrant

### **ABOUT**

#### INSPIRE, IMAGINE, INFUSE,

Lalanii 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**

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



#### **WEB PRODUCER | CREATIVE TALENT**

Sony Pictures Entertainment | 1 Year 5 Months - Contract Assignment

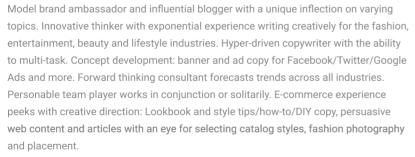




2008

#### **FASHION. BEAUTY. LIFESTYLE BLOGGER**

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





#### **CREATIVE CONSULTANT**

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.

## **EDUCATION**

#### **MASTER IN FINE ARTS - DUAL CONCENTRATION**

ch 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 Edleman

#### BACHELOR OF SCIENCE

University of Phoenix | 2009

BS - Management. Minor in Communications with special

"Indulging in intimate creative exchanges that combine lifestyle entertainment, fashion and literature

These experiences expose more informed ideas, connections and personal growth"



#### PEDAGOGY CERTIFICATE

Antioch University | 2013

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

#### 3.9 GPA HONORS

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

#### **SKILLS**

•	CONSULTATION	90	%
•	WEB DESIGN 80	)%	
•	ONLINE MARKETING & SOCIAL MEDIA	90%	
•	PRODUCTION	90%	
•	COPYWRITING		100%
•	BLOGGING & BRAND AMBASSADOR W	ORK	100%

#### **INTERESTS**

