



# Evelyn Toon

Content Coordinator

## CONTACT

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 evelyntoon.com

## SUMMARY

I'm a dynamic content writer with 4 years of copywriting experience, as well as background in search engine optimization. I've collaborated with team members to successfully execute over 30 brand launches on ecommerce platforms.

## SKILLS

- SEO
- GOOGLE ANALYTICS
- AMAZON SELLER CENTRAL
- CMS
- PRODUCT COPY
- PRINT COPY
- ASANA
- SOCIAL COPY
- A/B TESTING
- BRAND STRATEGY
- AEM
- AMAZON A+ CONTENT

## EXPERIENCE

### Content Coordinator

Juvo Plus

July 2020-Current

- Conduct keyword research and target search terms in alignment with products, search intent, and consumer demand
- Assist in driving revenue per product from \$100-600k/year
- Actively integrate algorithm updates, listing policy changes, and marketplace guidelines into copy
- Write compelling product titles, features and descriptions for e-commerce marketplaces
- Collaborate with internal SEM analysts, infographic editors, buyers, editors, and council to execute recommended listing updates

### Product Copywriter

Torrid

August 2019-July 2020

- Created informative, on-brand product descriptions, social copy, email copy, and retail copy that motivated customers to action
- Oversaw e-Commerce copy and print catalogs to ensure accuracy and brand consistency
- Built relationships with internal departments to verify that product titles and descriptions were accurate, as well as search engine optimized
- Collaborated with web operations on HTML development

### Merchandising Assistant

Thrive Market

Oct 2018-May 2019

- Strengthened brand vendor presence on the Thrive Market website through company storytelling and messaging
- Contributed to weekly and monthly reporting
- Simultaneously cooperated with over 50 vendors to accomplish successful product launches

## EDUCATION

### Cal State Northridge

2018

BS | Fashion Merchandising

- Minor in Marketing
- Dean's List
- VP of Finance: Tri Delta sorority