

Evelyn Toon

Content Coordinator

CONTACT

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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
- PROJECT MANAGEMENT
- KEYWORD RESEARCH
- A/B TESTING
- BRAND STRATEGY
- AEM
- PEER EDITING

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 that motivate and inspire customers to action
- Oversaw product copy online and print catalog to ensure accuracy and brand consistency
- Built relationships with internal departments to verify that product titles and descriptions are accurate, as well as keyword optimized
- Collaborated with web operations on HTML development

EDUCATION

Cal State Northridge

2018

BS | Fashion Merchandising

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

Merchandising Assistant

Thrive Market

Oct 2018-May 2019

- Strengthened brand vendor presence on the Thrive Market website through company storytelling and messaging
- Assembled data for quarterly and weekly financial reviews
- Simultaneously cooperated with over 0 vendors to accomplish successful product launches