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| Evelyn Toon  Content Coordinator | |
| CONTACT Phone icon 310-561-6618  Bubble icon evelyn-toon ([linkedin](https://www.linkedin.com/in/evelyn-toon))  Email icon evelyntoon.618@gmail.com  Globe icon 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 * Project Management * Keyword Research * A/B Testing * Brand Strategy * AEM * Peer Editing | EXPERIENCEContent 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  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 |
| EDUCATIONCal State Northridge 2018  BS | Fashion Merchandising   * Minor in Marketing * Dean’s List * VP of Finance: Tri Delta sorority |