

LIZ TOFF

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CREATIVE WRITING | EDITING | COORDINATING

A highly productive and dynamic writer with a flair for the creative. Passionate about efficiency and collaboration with internal and external clients. Comfortable in fast-paced environments. Excellent time-management, interpersonal, and multitasking skills. Types 65 WPM and is well-versed in AP Style. American with a work visa that's valid until May 2023 with renewal potential.

Core competencies include:

Disruptive Copy | Document Creation | Training
Record Keeping | Poetry | Resource Management | Process Improvement

EDUCATION

UNIVERSITY OF MARYLAND, BALTIMORE COUNTY

BA in Modern Linguistics and Intercultural Communications, minor in Political Science

– Dean's List | Semester Academic Honors | Top 15% of class | Graduated *magna cum laude*

UNIVERSITÉ DE LORRAINE, Nancy, France

Study Abroad Program

– Founded Allons-yl, a group that provided a platform for students to organize trips. The club of over 100 members, enjoyed several successful trips throughout Europe, as well as local excursions and activities.

PROFESSIONAL EXPERIENCE

ZULILY | **EDITORIAL COPYWRITER**

JUNE 2017-JULY 2018

WROTE ORIGINAL, CREATIVE COPY FOR OVER 3,000 COLLECTIONS ON THE HOMEPAGE. CONSISTENTLY PERFORMED WELL ABOVE GOAL.

RECOGNIZED BY LEADERSHIP AND PEERS AS ONE OF THE STRONGEST WRITERS ON OUR TEAM.

- CONTRIBUTED CREATIVE TO THE MARKETING, SOCIAL AND SPECIAL COLLECTIONS TEAMS
- CREATED AND LED A WORKSHOP ON THE BENEFITS OF WRITING MUSICAL AND POETIC COPY
- CALLED "THE VOICE OF ZULILY" BY SUPERVISOR
- WOULD HAVE BECOME LEAD IF NOT FOR RELOCATION

ZULILY | **Editorial Studio Coordinator**

AUG. 2016-JUNE 2017

Monitored, assigned and tracked workflow for the Ed. Photo Editing team and the Ed. Copy Team. Generated daily and longitudinal reports of progress and trends. Attended and actively participated in team meetings and brainstorming. Advocated for best practices from other teams. Oversaw communications between teams to ensure all involved parties are accomplishing what needed to be done. Coordinated the execution of graphic treatments and special projects.

- Revamped the assigning process to make it more efficient
- Trained other Coordinators in Ohio
- Provided transitional support for Product Photo Editing upon leaving that team
- Wrote as an Ed. Copy backup

ZULILY | **Product Studio Coordinator**

DEC. 2015-AUG. 2016

Managed workflow and assigned work to editors. Monitored late additions and calendar moves. Worked with buying teams to improve timeline and prioritize business-critical work. Generated daily and longitudinal reports of progress and trends. Oversaw communications between teams to ensure all involved parties are involved and notified. Wrote and organized monthly newsletter from Product Studio to buying teams to establish best practices and better communication between teams.

- Worked to get an average of 10% more ready work and the average not-started weekend work load cut down by 50%
- Received an off-cycle, merit-based raise

ZULILY | **Sample Coordinator**

JAN. 2015- DECEMBER 2015

Assisted the coordination of samples between departments while also aligning sample flow with the studio team's production timeline. Coordinated inbound and outbound sample shipments with the buying teams. Maintained a professional rapport in communications with vendors and buying teams. Gathered vendor information regarding all outgoing sample shipments.

- Created training documents for three separate positions to better job clarity and hasten onboarding processes
- Consistently surpassed set productivity goals
- Trained several individuals in a variety of divisions