

# LIZ TOFF

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## SUMMARY

A dynamic writer and leader who crafts copy to inspire and engage readers. Passionate about the power of stories, efficiency and collaboration. Comfortable in fast-paced environments and working to tight deadlines. Exemplary interpersonal, time-management and multitasking skills. Strong attention to detail while still flexible and agile in the face of changing priorities. Adept at AP Style.

*Core competencies include:*

Editorial Copywriting | Editing | Coordinating | Document Creation | Training | Brand Development  
Disruptive Copy | Interpersonal Skills | Poetry | Process Improvement | Mentoring

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## PROFESSIONAL EXPERIENCE

### HARRODS | COPYWRITER

MARCH 2019 - DEC. 2020

- Wrote product copy descriptions for a wide range of high-end products.
- Crafted copy for brand landing pages, summarizing the label's history and cultural impact.
- Mentored and edited the work of junior copywriters.
- Took part in defining house style rules for the rest of the team.
- Promoted within 6 weeks of hire.
- Formatted website copy with HTML.
- Individually created training docs for the team including a Punctuation Guide and a Problematic Narratives doc. The latter I went on to present to the entire Harrods studio.
- Led and created grammar workshops with accompanying documents for the team.

### BRIGHT LITTLE LABS | FREELANCE COPYWRITER

SEPT. 2018 - MAY 2020

- Edited the brand's flagship book, several award applications and many customer-facing emails.
- Wrote email-based creative tasks for users to complete.
- Wrote copy for a multitiered street marketing campaign including flyers and stickers.
- Crafted emails and infographics to send to customers and post to social media.
- Drafted letters to entice prospective investors.
- Edited several grant applications.

### ZULILY | EDITORIAL COPYWRITER

JAN. 2015 - JULY 2018

- Wrote original, creative copy for over 3,000 collections on the homepage. Consistently performed well above goal. Recognised 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 for the entire Ed. Copy team.
- Represented our team as the Kids Divisional Ambassador for Editorial Copy
- Called "the voice of Zulily" by my supervisor and was tapped to become lead before relocation.

#### | EDITORIAL STUDIO COORDINATOR

- Responsible for the workflow of two teams — the Ed. Photo Editing team and the Ed. Copy Team.
- Built daily and longitudinal reports of progress, trends and success metrics. Forecasted and spearheaded efforts to minimise the impact of necessary surges in production. Revamped the assigning process to make it more efficient.
- Headed and contributed creative to team meetings and brainstorming. Championed best practices across divisions and departments. Supervised communications between teams to guarantee success for all involved parties.
- Trained coordinators at our offices and others in Ohio, provided transitional support for Product Photo Editing upon leaving that team. Wrote as an Ed. Copy backup writer on top of daily duties.
- Authored training documents for five different positions to better job clarity and hasten onboarding processes.

#### | PRODUCT STUDIO COORDINATOR

- Managed workflow and assigned work to editors. Coordinated late additions and calendar moves. Collaborated with buying teams to improve timeline and prioritise business-critical work.
- Created daily and longitudinal reports of progress and trends. Oversaw communications between teams to ensure all involved parties are involved and notified.
- Organised monthly newsletter from Product Studio to buying teams to foster better communication across teams.
- Increased ready work by an average of 10% and cut down the average incomplete weekend workload by 50%.

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## EDUCATION

UNIVERSITY OF MARYLAND, BALTIMORE COUNTY (UMBC)

**BA in Modern Languages, Linguistics and Intercultural Communication, minor in Political Science**

UNIVERSITÉ DE LORRAINE, NANCY, FRANCE

### Study Abroad Program

- Founded *Allons-y!*, a group that provided a platform of over 100 students to organise trips around Europe and local excursions.

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## AWARDS & ACCOMPLISHMENTS

HARRODS

- Awarded Copy of the Week over 50 times.
- Nominated for Studio Employee of the Month several times.

ZULILY

- Awarded several quarterly bonuses for exceptional contributions as well as an off-cycle, merit-based raise.
- Won a ‘Star Award’ from peers and leadership for bettering the team.
- Surpassed all set productivity metrics in every position held.

UMBC

- Received academic honors and placed on the Dean’s List.
- Graduated in the top 15% of my class and with the honor of *magna cum laude*.