

alyssa lucia

COPYWRITER
& CONTENT
CREATOR

personal history

I've been copywriting and creating content with major brands for more than 8 years. My words spring from a passion for sharing stories and a love for weaving results-driven strategies into authentic brand messaging.

skills & stuff

- Super detail oriented
- Stellar communication
- Deadline driven
- Independently motivated
- Big picture & fine print focused
- Well-versed in remote work culture
- Team player
- Calm presence & positive attitude

get in touch

Chattanooga, Tennessee
(678) 314-0604
alyssalucia75@gmail.com
www.writuals.com

plus more

200hr Registered Yoga Teacher,
JAI Yoga School

Mindfulness-Based Stress
Reduction, Atlanta Mindfulness
Institute

Opening the Heart & Mind,
Atlanta Mindfulness Institute

professional experience

COPYWRITER

Fresh Tri | June 2021 - present

- Create behavior design-focused copy and content in the health and wellness space
- Strategize and build monthly calendar of content for daily mindset live videos
- Write and edit in-app copy, digital and social ads, push notifications, and emails
- Collaborate and communicate with marketing, dev, and UX/design teams

COPYWRITER

Carter's & OshKosh | June 2014 - June 2021

- Strategized, developed, and managed 6 brand voices
- Created multichannel marketing campaigns across landing pages, emails, blogs, product copy, videos, Google ads, store signage, social media, and SEO copy
- Upheld positive relationships with brand partners at Amazon, Target, and Walmart

SENIOR WRITER, FREELANCE

Hyatt | March 2021 - March 2022

- Researched, developed, and authored content for hotel micro-sites
- Seamlessly integrated distinct brand voices for different website builds

education & training

SAVANNAH COLLEGE OF ART & DESIGN

BFA in Professional Writing | Graduated 2012

- Major: Writing for the Web & Creative Nonfiction
- Minor: Creative Writing, Poetry