

VANESSA GROCE 5 Tudor City Place, #1336, New York, NY 10017

iPhone: 717-679-8872

Email: vkag922@aol.com

Website: Vanessagroce.com

FASHION MARKET EDITOR, WRITER AND ECOMMERCE COPYWRITER

- More than 20 years of experience in reporting on the fashion industry from both business and trend perspectives.
- Fashion copywriting (including product descriptions, email blasts and subject lines, and refresh copy for home, landing and splash pages) for online retailers, including New York & Company, Macys.com, Lordandtaylor.com and Club 21 Global (a leading luxury fashion website for the Asian market)
- Skilled in proofreading & editing, curating merchandise for photo shoots and writing romance copy/ecommerce fashion product descriptions
- Completion of Mediabistro.com courses: online writing and editing, social media marketing strategies and SEO best practices

EXPERIENCE

New York & Company, Copywriter — 2014 - present.

Product descriptions for apparel, accessories and shoes; promotional content and subject lines for emails; assistance with content and proofreading for The City, a quarterly print catalog.

Independent Fashion Market Editor, Writer & Copywriter — 2010-2014

Ecommerce clients: Macys.com (product copywriting for Center Core: women's shoes, handbags, belts, cold weather accessories and jewelry) • Lordandtaylor.com (product copywriting for apparel and accessories) • Club21Global.com (product copy for men's and women's apparel and accessories)

- Editorial clients: *Fashion Manuscript*/Mann Publications (Mannpublications.com); *In New York* magazine/Morris Visitor Publications; Symphony Publishing (*Earnshaw's* and *Footwear Plus* magazines); and Jamesgirone.com (a children's fashion industry website).

Accessories Magazine — Senior Editor, 2000-2009

Trade publication for women's accessories (circ. 30,000 monthly)

- Created compelling editorial approaches to identify trends and cultivate resources; extensive experience in proofreading and line editing
- Researched, wrote and edited stories tailored to business-oriented readers
- Extensive advertorial copy writing, helping clients gain exposure to retail readers and increase sales
- Directed the flow of both copy and artwork to Connecticut-based production unit — assuring print deliveries accurately, on time and on budget

***Earnshaw's*—Editor in Chief, 1997-1999.**

Trade publication for children's wear (circ. 15,000 monthly) • Planned, assigned and edited all content; wrote and researched articles • Directed and emceed the Earnie Awards—an annual event attracting more than 1,000 attendees, including top industry leaders. **Associate Editor**—1994-1997. Wrote five regular columns and two feature sections; published more than 200 bylined articles.

FPG International Corp.—Sales Assistant, 1992-1994

A leading stock photography agency. Assisted photography sales reps in serving national clients (including magazine and book publishers, as well as advertising agencies).

EDUCATION

University of Delaware, Newark, DE—B.A., English Literature, 1991

Concentration in journalism with minors in French and art history. College activities included editorial and broadcast work with campus newspaper and radio station; internships at *Cape Cod Life* and *Delaware Today* magazines.