

VANESSA GROCE

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☎ 717-679-8872

🌐 <https://vanessagroce.com>

📍 New York, NY

ECOMMERCE COPYWRITER & EDITOR

- 10+ years of fashion copywriting experience.
- Copywriting, proofreading and editing; product descriptions, email blasts, subject lines & copy refresh for home, landing & splash pages for online retailers including New York & Company, Macy's, Lord & Taylor & Club 21 Global (a leading luxury site in Asia).
- Mediabistro courses in online writing & editing, social media marketing & SEO best practices.

EXPERIENCE

Freelance Copywriter

Clients include Aquatalia & VAHAN Jewelry, 2020 – Present

- Email copy; social media advertising copy; refresh copy for home, landing & splash pages; product descriptions.

Product Copywriter

New York & Company, 2014 – 2020

- Product descriptions for apparel, accessories & shoes; subject lines for mails; refresh copy for home, landing & splash pages; content creation & proofreading for The City, a quarterly print catalog.

Independent Ecommerce Copywriter

2010 – 2014

- Macy's – Product copywriting for Center Core (women's shoes, accessories and jewelry).
- Lord & Taylor – Product copywriting for apparel & accessories.
- Club 21 Global – Product copywriting for apparel & accessories (men's and women's).

Independent Editor

2010 – 2014

- Fashion Manuscript (Mann Publications)
- IN New York Magazine (Morris Visitor Publications)
- Earnshaw's & Footwear Plus magazines (Wainscot Media)

Senior Editor

Accessories Magazine, 2000 – 2009

Business-to-business publication for women's accessories (circ. 30,000 monthly).

- Created editorial approaches to identify trends & cultivate resources; line editing.
- Researched, wrote and edited articles.

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- Advertorial copywriting, increasing clients' exposure to retailers & elevating sales.
- Directed the flow of copy & art to production team assuring print editions accurately, on time & on budget.

EDUCATION

University of Delaware

Bachelor of Arts degree in English Literature with a journalism concentration; minors in French and art history.

- Editorial work at campus newspaper & broadcasting at campus radio station.
- Internships at Cape Cod Life & Delaware Today magazines.