

# Lucy Samuel

Copywriter

lucy.c.samuel@gmail.com  
linkedin.com/in/lucsamuel  
lucysamuel.com

Creative brand copywriter with a passion for inclusive language and a knack for playful, surprising storytelling. Also: trained sketch comedy writer, standup comic, acappella singer and artist with an absolutely colossal vocabulary.

## Experience

### Copywriter

The Bouqs Co.

Dec 2022 - Present

Revamp brand messaging guidelines and best practices  
Develop Copy Style Guide to centralize messaging and brand voice guidelines  
Write copy for retention and subscription marketing  
Provide content for paid and organic social media  
Write clear, playful product descriptions  
Contribute to seasonal campaign strategies with marketing lines distributed across all channels  
Gather and integrate testing insights to improve OR, CTOR and CR

### Copywriter

TomboyX

Aug 2021- Oct 2022

Managed freelancers and agency partners  
Established best practices for progressive, inclusive language  
Developed and maintained brand guidelines for voice & language  
Oversaw SEO content program  
Led seasonal and evergreen campaign concept copy  
Wrote engaging, unique product descriptions  
Provided content and messaging for daily marketing emails  
Provided all necessary copy to support paid advertising across all channels

### Customer Support Specialist

TomboyX

Jul 2020 - Aug 2021

Re-wrote all CS email shortcuts  
Developed customer support landing pages  
Responded to customer queries via email and social media

### Customer Support Specialist

Hedley & Bennett

Apr 2020 - Jul 2020

Wrote customer-facing company statements  
Re-wrote CS email shortcuts  
Responded to customer queries via email and social media

## Freelance

### Feastables

Wrote content for customer support chatbot

### Last Crumb

Provided copy for marketing emails

### RoadRunner Scooters

Wrote content for customer support chatbot, re-wrote FAQ's and landing pages, revised product manuals

## Education

### Goucher College

Bachelor of Arts

Sep 2006 - May 2010

## Skills

Chatbot development  
Product descriptions  
Blog content  
Paid advertising copy  
Customer support automations  
Marketing emails  
Campaign concepting

Product naming  
Taglines  
Homepage header copy  
Press releases  
Product manuals  
Brand manifesto  
Social media

Figma  
Certainly  
Monday.com  
Wrike  
Notion  
Shopify  
Google Workspace