

## **ROWENA RITCHIE**

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415-794-5319

## **ME IN A NUTSHELL**

Customer-obsessed storyteller with a knack for branding, a nose for a great line and a heart for a collaborative environment.

## **SAM'S CLUB**

SENIOR COPYWRITER / COPY MANAGER | AUG 2019 – PRESENT

- Develop strategic, engaging content to elevate one of the most innovative and disruptive retail brands in the nation
- Write lifestyle-driven, cross-category copy for tech, grocery, entertaining, home, membership and subscription services
- Conceive, execute and champion unique brand voice across omni-channel assets onsite, via email, direct mail, in store, social
- Collaborate with agencies and cross-functional teams to editorialize high profile programs aligned with aggressive sales goals
- Key liaison with UX team to ensure cohesive voice across all consumer-facing web, app and point of sale products

## **KODAK MOMENTS**

SNR. COPYWRITER / COPY & BRAND VOICE DIRECTOR | OCT 2016 – AUG 2019

- Created a genuine and distinct voice at both brand and product level that connected with diverse global audiences
- Partnered with CMO, Design Director, CRM and Product teams to set and manage overall brand and communications strategy
- Produced high volume of strategically focused concepts, campaigns and content across Website, CRM, Social, In-App, In-Store, B2B Sales Enablement, Investor Relations, and Consumer Performance Marketing channels in the U.S. and globally
- Managed advertising agency and in house content creators

## **MINTED**

CONTRACT SNR. COPYWRITER | JAN – JUL 2016

- Helped develop a fresh and more strategic copy direction for the brand
- Created and curated engaging email and web content in fast-paced environment requiring extensive multivariate testing
- Produced and edited original blog content
- Collaborated with Design and Marketing teams to align brand and product messaging

## **SAN FRANCISCO CHRONICLE**

CONTRIBUTING JOURNALIST | 2015 – 2019

- Conceived and pitched style-based stories with local interest
- Sourced, produced and edited local news content

## **BLOOMINGDALES / PEBBLE SMART WATCH / ARIAT / MEN'S WEARHOUSE / ECOAMERICA**

FREELANCE COPYWRITING, CONTENT CREATION & STRATEGY | 2012 – 2016

- Produced and edited original product, website and marketing copy, editorial tone and voice docs
- Created and curated engaging email, web content, style guides and press kits
- Planned consistent, impactful messaging and positioning
- Conceived and produced in-store events & media coverage

## **ECOSALON.COM**

WEST COAST EDITOR | 2009 – 2012

- Oversaw original editorial content, collaborating with team of five staff writers
- Conceived, wrote and edited popular weekly column of style history, Now & Then
- Developed, researched and wrote seasonal and trend-based features
- Guided the creation of team's new content and art directed visual posts
- Directed content strategy, calendar and promotional activities and partnerships

## **VIE PR, SAN FRANCISCO**

COMMUNICATIONS ASSOCIATE | 2006 – 2009

## **SUTRA / DUCHESS MARDEN / ECO COCO / WILDLIFE WORKS**

- Wrote press releases, speeches, broadcast news scripts and op-ed articles
- Managed events and fundraising integration with local media
- Tracked trends and pursued media opportunities

## **EDUCATION**

SAN FRANCISCO STATE UNIVERSITY

B.S. DESIGN AND MERCHANDISING: 2002 – 2006

SAN FRANCISCO CITY COLLEGE

ILLUSTRATOR AND PHOTOSHOP FOR DESIGNERS, LEVEL 1 & 2: 2007

UC BERKELEY EXTENSION

EDITORIAL WORKSHOP 1 & 2, AP AND CHICAGO STYLE STANDARDS: 2007