

# CHRISTINA LORIDAS

## EMAIL

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**PORTFOLIO** christinaloridas.com

## EDUCATION

### MASTER OF SCIENCE

Global Studies & International  
Relations:  
Global Student Mobility

2016 | Northeastern University

### BACHELOR OF ARTS

Communications & Journalism

2010 | Suffolk University

### ATHENA ABROAD INTERNATIONAL PROGRAM

2010 | Paros, Greece

## SOFTWARE

Contentful

Wordpress

Google Suite

Adobe Creative Suite

## SKILLS

Digital Copywriting

Content Planning

Script-writing

Photo & Video  
Planning

On-Set Art Direction

Vendor Management

Project Management

Innovative and creative digital storyteller with 5+ years of experience in international education, retail and travel.

## PROFESSIONAL EXPERIENCE

### DIGITAL COPYWRITER | BJ'S WHOLESALE CLUB | 04.2021 – PRESENT

Concept development, execution, and evolution of messaging for print, broadcast and digital marketing materials that align with strategic priorities and business strategies in collaboration with design team

Drives print and digital storytelling contributing to 3% membership renewal in Q2 and historic first-year renewal rates

Creates messaging that Informs members on expanding services business, continued growth of the Own Brands product line, and improvement of shopping experiences with digital conveniences and enhanced merchandising efforts

Supports engagement strategy through catalogue, vendor promotional assets, postcards, in-store signage, or large-scale seasonal promo messaging across 215+ stores

Built personalized offer messaging test, targeting 4MM+ members to drive deeper digital adoption through strategic copy, as well as storyboarding and design collaboration

Broadcast and in-Club radio script writing and recording sessions direction to align with BJ's brand

Works closely with Lead and Sr. Copywriters, Sr. Art Directors, Art Directors, Production, Project Managers, Brand Management, Sr. Creative Services Manager and Director of Creative Services

### MARKETING COPYWRITER | SHORELIGHT | 05.2017 – 10.2019

Composed and maintained unique brand voices for 19 international education programs and university partnerships, serving students across 172 countries

Crafted strategic copy for university guidebooks, campaigns, email nurtures, ads, brochures, flyers and website content representing 2,000+ degree programs

Partnered with the Creative Director to develop consumer-facing initiatives to drive top of funnel customer engagement, specifically Shorelight Student Stories – an initiative featuring successful international students. Directed student interviews, script writing, storyboarding, and providing on-site art direction.

Managed content creation for an in-house university student app, worked cross-functionally to successfully launch with full student adoption

Contributed to the content strategy of Shorelight's consumer facing website launch, developing copy to increase site engagement and drive B2C sales

Managed and built Shorelight's first corporate style guide

Collaborated closely with marketing leadership, designers, engineers, photographers, and production teams to ensure brand consistency across multiple channels

### CONTRIBUTING WRITER | PORTES MAGAZINE | 12.2012 – 01.2016

Curated and wrote feature and editorial articles for Greek-American lifestyle magazine, highlighting trends, current events and news to 3,000+ subscribers and online visitors

Partnered closely with editors to advise on trends and develop compelling topics and social content based on key performance indicators amongst readers

Analyzed all content to ensure integrity of work met strict quality standards while maintaining crucial deadlines.