

CHRISTINA LORIDAS

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PORTFOLIO

christinaloridas.com

SKILLS

Campaign development

Taglines

Naming conventions

Product package copy

Brand voice

Storyboarding

Proofreading

Broadcast radio

Script-writing

On-set art direction

Vendor management

Project management

PROFESSIONAL EXPERIENCE

MARKETING COPYWRITER | BJ'S WHOLESALE CLUB | 04.2020 – PRESENT

Brand messaging and compelling brand story for print, broadcast and digital assets to align with strategic priorities for BJ's Produce, Optical, Home and Tires services.

Creates messaging and creative for Fresh 2.0 campaign targeted at increasing produce sales at BJ's, with a goal to generate almost 2M in incremental sales for fresh fruit and veggies. Aimed at promoting freshness, value, and smaller pack sizes across email, social, and print mailers.

Supports integrated marketing strategy through mailer, campaign promotional assets, direct mail, in-store signage, or large-scale seasonal promo messaging across 215+ stores

Social media, email, product descriptions, campaign concepting, storyboarding and on-site art direction

Drives critical KPI's through campaign development across print and digital storytelling contributing to 3% membership renewal in Q2 and historic first-year renewal rates in 2021

Broadcast radio script writing and recording session direction to align with BJ's brand

Built conversion-led copy targeting 4MM+ BJ's members to drive deeper digital adoption for BJ's app through strategic messaging

Collaborates closely with Sr. Copywriters, Sr. Art Directors, Art Directors, Production, Project Managers, Brand Management, Sr. Creative Services Manager and Director of Creative Services to develop thoughtful and strategic campaigns

CONTRACT COPYWRITER | KOSTERINA | 10.2022 – 10.2023

Brand voice development across website, blog, email, print collateral, for skincare and olive oil

Crafted SEO-optimized email and product descriptions to bolster organic traffic and elevate sales, demonstrating a keen understanding of digital marketing trends and consumer behavior.

Drives and creates content educating on high-antioxidant extra virgin olive oil, skincare, wellness, and the Mediterranean lifestyle

Demonstrated ability to create effective CTAs for product launches, holiday-specific product bundles and gift guides

Writes and researches health journals and publications for blogs on EVOO benefits and science

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 initiative Shorelight Student Stories to drive top of funnel customer engagement, 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 content strategy of Shorelight's consumer facing website launch, developing copy to increase site engagement and drive B2C sales

Crafted Shorelight's first corporate brand style guide

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