

# 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

## SKILLS

Storyboarding

Broadcast Radio

Script-writing

Photo & Video

Planning

On-Set Art Direction

Vendor Management

Project Management

## PROFESSIONAL EXPERIENCE

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

Brand messaging for print, broadcast and digital assets across all channels to align with strategic priorities for BJ's Travel, Optical, Produce, Home and Tires services.

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

Social media, email, campaign conceptualing, storyboarding and on-site art direction

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

Built personalized messaging test targeting 4MM+ BJ's members to drive deeper digital adoption through strategic copy and creative

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

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

### CONTRACT COPYWRITER | KOSTERINA | 10.2022 – PRESENT

Aids in brand voice development and maintains consistency across website, blog, email, print collateral, and presentations

Writes email and site content to optimize SEO drive organic traffic and sales

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

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

### CONTENT 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 brand style guide

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