

# CHRISTINA LORIDAS

## EMAIL

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## PHONE

617.548.1313

## 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 brand story for print, broadcast and digital assets for BJ's Produce, Optical, BJ's home brands and Tires services

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

Messaging and creative for Fresh 2.0 campaign to increase BJ's produce to 2M sales in fruit and veggie categories. Aimed at promoting freshness, value, and smaller pack sizes

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

Drives critical KPI's 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

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 | MAZI FOOD GROUP | 12.2023 – PRESENT

Ongoing brand voice and development for Boston's Neo Taverna, Ilona restaurant, and highly anticipated new concept launch for summer 2024 across website, social and email

### CONTRACT COPYWRITER | XENIA HOSPITALITY GROUP | 12.2022 – 03. 2023

Brand voice and development for Boston's highly anticipated new concept 2023 launch Bar Vlaha across website, social and email

### CONTRACT COPYWRITER | KOSTERINA | 10.2022 – 10.2023

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

SEO-optimized email and product descriptions to bolster organic traffic and elevate sales based on digital marketing trends and consumer behavior

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

Created effective CTAs for product launches, holiday-specific product bundles and gift guides

Researched and wrote health journals and publications for blogs on EVOO benefits and science

### MARKETING COPYWRITER | SHORELIGHT | 05.2017 – 10.2019

Created 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, and website content

Partnered with Creative Director to develop "Shorelight Student Stories" campaign. Directed student interviews, script writing, storyboarding, and providing on-site art direction

Aided in content strategy for Shorelight's consumer facing website launch to increase site engagement and drive B2C sales

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