

# 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

Creative storyteller with 6+ years of experience delivering impactful content that drives engagement and brand growth across lifestyle, travel, education, food & beverage, and merchandise retail.

## PROFESSIONAL EXPERIENCE

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

Creative conceiving, storyboarding, and messaging for print, broadcast and digital marketing materials that align with business strategies for high volume Travel, Optical, Tires and BJ's brand services.

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

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

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

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

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

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

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

### 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