

Ashley Matuszak
Senior Copywriter & Editor
San Francisco Bay Area
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Experience

Senior Copywriter

GAP Inc. – San Francisco, CA

March 2016 – Present

- Develop and execute engaging copy for diverse markets, including North America and international audiences.
 - Lead content creation for global advertising campaigns across multiple channels, including digital, email, and print.
 - Craft targeted merchandising emails for various divisions, driving consumer engagement and conversion.
 - Write and edit content for homepage, landing pages, and directory assets on Gap.com.
 - Collaborate on high-profile brand partnerships with Disney, Warner Brothers, and Mattel, creating cohesive messaging for cross-platform promotions.
 - Produce in-store promotions, signage, and packaging materials that align with brand identity and strategy.
 - Create digital and print collateral, from UX copy for app interfaces to promotional emails and direct mailers.
 - Write content for social media channels, including Instagram, TikTok, Facebook, and Twitter, to boost brand visibility and engagement.
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Marketing Associate

Ten Speed Press – Emeryville, CA

February 2012 – March 2016

- Wrote compelling copy for both print and online advertisements, including placements in New York Times, Eater, Food52, Sunset, Food & Wine, and Lucky Peach.
 - Managed keyword search campaigns for Google Ads and social media, ensuring optimized reach and conversions.
 - Contributed weekly blog posts on food, cooking, and lifestyle for Ten Speed Press' digital platforms.
 - Created and delivered presentations for corporate sales meetings, supporting brand objectives with well-researched content.
 - Led the development and distribution of print collateral, brochures, and marketing materials to support book promotions and corporate branding initiatives.
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Skills

- **Content Strategy & Development:** Expertise in creating engaging, cross-platform content for both digital and print media.
- **Content Marketing:** Skilled in aligning copy with marketing goals to drive campaigns across social media, websites, and email.

- **Brand Voice Development:** Experience refining and maintaining consistent brand messaging for diverse audiences.
- **Copywriting for UX/UI:** Proficient in writing user-centric content for web and mobile applications.
- **Ad Campaign Management:** Ability to develop and execute high-impact advertising and promotional campaigns across digital and print platforms.
- **SEO & Social Media:** Strong understanding of SEO strategies and social media trends to optimize content visibility and engagement.

References

Erin Pentis
Editorial Director
Gap Inc
erinlynnep@gmail.com

Gerald Ruperto
Creative Director
Gap Inc, Stitch Fix
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