

# Amanda L. Miller

UX/UI WRITER, CONTENT CREATOR, STRATEGIST

New York, NY

Innovative, creative copy professional with a savvy voice and keen understanding of marketing, strategy, branding and storytelling. A well-rounded, polished presenter and proven leader who brings energy and enthusiasm to crafting compelling copy that converts to sales.

Experience

Copy Manager

New York, NY & Greenwich, CT  
Mar 2013 - Present

## Camuto Group

- Sole writer, editor and proofreader for in-house agency of major fashion house whose portfolio includes Vince Camuto, Two By Vince Camuto, Vince Camuto Men, VC Signature, Louise et Cie, Tory Burch, Lucky Brand, Jessica Simpson, BCBGMAXAZRIA and BCBGeneration.
- Develop and maintain unique and elevated individual copy “voice” for each brand.
- Study trends closely to ensure that current styles are reflected in all aspects of verbiage, including landing pages, banners, eblasts, microsites, social media platforms, wholesale partner needs, public relations and corporate communications.
- Define creative marketing strategies for major online initiatives.
- Conceive, develop and launch original copy concepts for blog, Facebook, Twitter & Instagram.
- Singlehandedly draft domestic and international press kits and releases.
- Key player in brand-building initiatives such as sales tools, newsletters, corporate brand guidelines, copy style manual and employee training materials.
- Create fashion-focused copy for national ad campaigns, seasonal mailers, Look Books, hangtags, catalogs and in-store signage.
- Brainstorm new brand names and initiatives with the marketing and retail teams.
- Craft compelling global broadcast television and radio scripts for fragrance brands.
- Actively recruit, hire and supervise freelance copywriters.

---

Copy Director, Copy Manager, Senior Copywriter

New York, NY  
Apr 2011 - Present

## Freelance Copy Consultant

Write editorial, product, naming, branding and social media copy on a project basis.

Gucci • Net-A-Porter • Bloomingdale's • Tory Burch • Lucky Brand • Vince Camuto • Tumi • David Yurman • HSN • The Outnet • Mr. Porter • RedCats • Champion • Hanes

---

Merchandise Copy Director, ralphlauren.com

New York, NY  
Jul 2007 - Apr 2011

## Polo Ralph Lauren

- Defined creative marketing strategies for all major online initiatives for all RL brands.
- Directed copy concepts and strategy for Ralph Lauren's commerce and marketing sites.
- Developed and maintained a unique and elevated individual copy "voice" for each brand.
- Concepted and wrote Ralph Lauren Copy Style Manual, creating advertising standards used worldwide throughout the company.
- Managed growing creative team of full-time writers, actively recruited freelancers.

---

Senior Copywriter/Proofreader

New York, NY  
Feb 2004 - Jul 2007

## Liz Caliborne, Inc.

- Sole writer and proofreader for in-house agency of major fashion corporation with 40+ women's, men's and children's clothing, accessory and fragrance brands.
- Successfully balanced tight deadlines for national ad campaigns, direct mail, signage, packaging and e-commerce.
- Partnered with HR, PR, Corporate Communications and Marketing teams to develop new brands, brand positioning, press kits/releases and internal education collateral.

### Education

BFA, Dramatic Writing

New York, NY

## New York University

---