

# April Zion

COPYWRITER

Queens, NY

Creative Copywriter/Copy Manager with extensive, diversified experience in consumer and business-to-business advertising and marketing.

Categories: Beauty, haircare, cosmeceuticals, health, fashion, food, personal care, nonprofits

Work Experience: Top tier national brands and publications including Avon, Clairol, Essence, Food Network, The Jewish Week, Lactaid, Martha Stewart Living, Olay, Pantene, Pfizer, Shape magazine, USA Weekend magazine, Wacoal and others

Formats: Ads, advertorials/articles, package copy, email campaigns, digital, brochures, social media, events, branding, integrated marketing

## Experience

Senior Copywriter

New York, NY  
2007 - Present

## Freelance Copywriting

Writing for a wide variety of clients in the categories listed above

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Senior Copywriter

New York, NY

## Avon

2017 to 2019, package copywriter for beauty and personal care

2009 to 2014, global marketing copywriter for beauty and personal care

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Senior Copywriter

New York, NY  
2015 - 2016

## Precision for Value (a healthcare agency)

Marketing material for consumers and healthcare professionals, for Chantix (smoking cessation)

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Senior Copywriter

New York, NY  
1995 - 2007

## Lifestyle magazines

Promotion and marketing for Essence, The Jewish Week, Martha Stewart Living, Shape, Natural Health, USA Weekend

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### Education

BA

Queens, NY

## Queens College

Media Studies major/English minor

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### New Section

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## Author of Office Avenger: Creative Revenge for the Injustices of Your Job or Job Loss

E-book on Amazon

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