

ELANA KLUNER

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Portfolio: www.elanakluner.com

Senior Manager of Content & Editorial, Global Brand

Quay Australia, San Francisco | Feb 2022 - Apr 2023

- Developed and oversaw the execution of 360 marketing campaigns
- Concepted, pitched, wrote copy and created content for TV, Print, OOH, Web, Email & Social Media
- Assisted in creative direction for celebrity collaborations, photoshoots and media productions
- Led a team of copywriters and spearheaded all brand messaging and monthly storytelling strategies

Copywriter

Quay Australia, San Francisco | Oct 2021 - Feb 2022

- Promoted in 3 months after concepting, writing and co-creative directing a campaign with Paris Hilton
- Wrote copy for pitch decks, in-store signage, website, emails, paid ads, SMS and product names

Copywriter

Starmen Design Group, Los Angeles | May 2021 - Oct 2021

- Wrote web, email and social media copy for clients across the medical, nutrition, fine linens, interior design, art and automotive industries
- Developed brand strategies and presented clients with copy and branding ideas

Copywriter

Macerich Co., Santa Monica | Aug 2017 - May 2020

- Developed copy for over 50 luxury and mainstream shopping malls across the United States
- Conceptualized creative campaigns and assisted in developing social media strategies
- Wrote social media, email and web copy for over 126 retailers covering accessories, apparel, department stores, restaurants, health and beauty, home goods and gifts
- Curated imagery and assisted in creative direction for photoshoots and media productions

Copywriter

Fresh Brothers, Los Angeles | Feb 2018 - May 2018

- Wrote radio scripts and billboard copy to campaign new menu items
- Recreated brand voice and improved brand story
- Created advertisements, newsletters, banners, in-store collateral and mailers

Senior Copywriter

arnaturals, Los Angeles | Sep 2016 - Jul 2017

- Created brand voice and wrote copy for website, newsletters, product labels, manuals, banners, ads, social media, catalogs and marketing material
- Oversaw junior copywriter and edited all written content

Writers Assistant

David E. Talbert, Los Angeles | Jun 2016 - Sep 2016

- Edited and reworked scripts for pilots, films and television at Universal Studios
- Researched story materials and transcribed notes from creative meetings

Copywriter

spaViolet, San Diego | Nov 2013 - Jun 2016

- Named all beauty products, wrote labels, and developed descriptions for in-store and e-comm site
- Created copy for website, emails, advertisements, service brochures and app store

Copywriter

The Other Duck, Los Angeles | Feb 2012 - Oct 2013

- Wrote product descriptions, website and catalog copy for clothing, shoes and accessories
- Developed promotional material and media packages for prospective clients

EDUCATION

Auckland University of Technology | 2011

Bachelor of Arts Degree, Journalism and Creative Writing