

JILLIAN RUFFO

Beauty expert, writer, and creative with diverse experience in copywriting, editorial, video, marketing, branding, and voice

jillianruffo.com | jillianruffo@gmail.com

Skills

- \ Beauty, health & wellness copy & editorial writing
- \ Video & photo concept creation, scripting & creative direction
- \ SEO
- \ 360 campaign copywriting
- \ Paid search & paid media copy
- \ CRM email creative direction & copy
- \ Branded content

Experience

Beauty Copywriter, Editor & Consultant

Clients: LVMH, Shiseido, Clé de Peau Beauté, Henkel, Harper's Bazaar, Glamour, and more | Sept 2018 - Present

- Working with clients to curate strategic, impactful copy across all platforms including e-comm, CRM, 360 marketing, PR, visual merchandising, social media, video scripting and captions, packaging, retailers/Sephora, and beyond.

Digital Content & Marketing Manager

Obagi Cosmeceuticals | March 2021 - July 2021

- Managed creation for all digital assets for DTC site
- Ideated and wrote Friends & Family Sale email campaign, generating sales of 3x goal
- Wrote and edited skin care articles for upcoming blog featuring expert insight and scientific data
- Creative directed photo and video shoots including CGI product imagery, consumer testimonials and more
- Storyboarded and managed creation of all CRM email campaigns

Copywriter

Make Up For Ever, LVMH | Jan 2019 - Feb 2021

- Lead copywriting for Make Up For Ever North America; consult for global market
- Ideated and executed all copy for 360 product marketing campaigns for North America
- Wrote and edited all brand video scripts for Sephora and Make Up For Ever product pages
- Contributed to 25% YOY growth of CRM email revenue & 4% YOY increase of email open rate
- Performed A/B testing & segmentation for CRM email subject lines and copy
- Partnered with education and creative teams to create video concepts and direction
- Partnered with global HQ on product launch copy for product names, packaging, taglines and more
- Wrote all paid search and paid media campaign copy
- Brainstormed, wrote and edited all marketing CRM emails
- Managed and wrote in-store VM copy, including all Sephora and boutique gondola copy and in-store signage

Associate Beauty Editor

People and People.com, Meredith | Nov 2015 - Sept 2018

- Wrote reactive, long form and evergreen beauty stories for People and People.com
- Managed, scripted and directed all beauty video content, including expert tutorials for "How It's Done" franchise
- Produced and directed all beauty and style shoots for People.com and People Style's social media content
- Interviewed celebrities and industry experts for print and digital stories
- Brainstormed and created stories and videos for People's Snapchat Discover channel

Associate Beauty Branded Content Editor

Bustle.com, BDG Media | May 2015 - Nov 2015

- Ideated and executed all sponsored beauty content including photo and video shoots and online articles
- Launched, and executed franchise of weekly photo and video tutorials
- Collaborated with sales and marketing teams to build new partner-friendly weekly franchises

Beauty Assistant

Seventeen, Hearst | Aug 2013 - May 2015

- Pitched, planned and wrote up to 10 pages monthly
- Conceptualized and directed multiple monthly beauty shoots, including styling and product selection and styling
- Worked with design and creative directors to style pages and in-house product shoots
- Scouted and managed contracted beauty influencers to create video, web, and print content

Education

Binghamton University | 2009-2013 | Bachelor of the Arts, English Rhetoric