

Lori J. Solomon

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*"She writes killer copy. Possesses the best time-management skills I've seen.
And is a true team player to boot! Lori is a prized asset to our team, and to many others."*

– LinkedIn recommendation –

SENIOR COPYWRITING MANAGER

Attracts and retains audiences by developing compelling and relevant content powerfully presented to target markets using current delivery mechanisms and brand-appropriate tone. Professional thinker remains compliant while building reader interest through effective use of language, style and imagery.

Highly organized and focused; values the importance of teamwork and collaboration to get things done. Consistently produces **superior work quickly**. Highly efficient in many relevant technical tools including Word, Excel, Kibo, Asana and InDesign on both PC and Mac platforms.

AREAS OF SPECIALTY

Copywriting: Web & Print	Direct Marketing	Creative Direction
Editing	Advertising	Non Profit
Proofreading	Direct Sales	Workflow Improvement
SEO	Management	Event Planning

PROFESSIONAL EXPERIENCE

DISTINCTIVE APPAREL INTERNATIONAL Randolph, MA January 2015 to Present

Distinctive Apparel International is the parent company of the following apparel brands: Chadwicks of Boston, metrostyle, Territory Ahead, Chasing Fireflies and TravelSmith

Senior Copywriting Manager January 2017 – Present

- Write and oversee copy for Chadwicks of Boston.
- Manage a team of writers for the metrostyle, Territory Ahead, and TravelSmith brands.
- Oversee all copy for the Chasing Fireflies brand.
- Create compelling, customer-focused copy for catalogs, websites, emails, direct mail pieces and more.

DISTINCTIVE APPAREL INC., Randolph, MA

Distinctive Apparel Inc. is a fast-growing company within the apparel industry and is the parent company of Chadwicks of Boston, metrostyle, Territory Ahead, Chasing Fireflies and TravelSmith

Copy Manager January 2015 – January 2017

- Wrote all print and web copy for the Chadwicks of Boston brand.
- Managed a team of writers for the metrostyle, Territory Ahead and TravelSmith brands.
- Supervised freelance copywriters.

SPECIALTY COMMERCE CORP. West Bridgewater, MA March 2012 to January 2015

One of the nation's leading multi-channel direct marketers with three distinct divisions:

(1) Specialty Commerce Direct, (2) Specialty Commerce Publishing and (3) Daxbourne International

SEO Manager December 2013 – January 2015

- Wrote all promotional emails, blogs posts and web product copy blocks.
- Managed all SEO copy enhancements across all three SCD brands – Paula Young, Especially Yours and Wig.com.

Freelance Copywriter March 2012-December 2013

- Wrote emails for Paula Young, Especially Yours and Wig.com – the company's beauty brands.
- Wrote emails for Western Schools, CE Express, GSC and more – to promote their continuing education brands.
- Wrote all web product copy, blog posts and social media posts.
- During my tenure, email open rates for beauty brands increased dramatically. Paula Young increased 87.8%; Especially Yours increased 160% and Wig.com increase 535% with an 18.7% click-through rate increase.

THOMPSON, HABIB & DENISON, Lexington, MA November 2010 – February 2011

A direct response agency specializing in fundraising and membership programs for some of the largest nonprofit organizations in the United States and Canada

Copywriter

- Wrote innovative and breakthrough multi-channel creative that was on strategy and ensured donors were presented with the most compelling offers.

ARAMARK, Norwell, MA October 2007 – October 2009

Provides food services, facilities management, and career apparel to health care institutions, schools, stadiums and arenas, and businesses around the world

Copy Manager, Print, Online and Interactive

- Produced clear, concise and strategic messaging for website promotions, product copy, emails, and direct mail to support key marketing initiatives for ARAMARK, WearGuard and Crest Uniform brands.
- Worked closely with Art Director, design department, marketing and merchandising to ensure timeliness and a consistent tone and style across all forms of communication.
- Supervised junior writer and freelancers.

PARTYLITE GIFTS, INC., Plymouth, MA 2002 – 2007

Designer and marketer of home fragrance and home décor products

Manager, Event Communications (2007)

- Established creative direction and managed scriptwriters and ensured marketing materials for the U.S. division effectively promoted events.
- Managed logistical items such as prop lists, rehearsal schedules, etc. for all events.
- Managed a large team of vendors, as well as, managed backstage production for 2007 National Conference in Houston that drew > 6000 attendees.

Senior Print and Online Communications Writer (2002–2007)

- Wrote online and print marketing and promotional materials for the U.S. division including, but not limited to, monthly promotional magazine, sales force memos, incentive trip materials, newsletters, contest rules, consumer and hostess flyers.

L.W. ROBBINS ASSOCIATES, Holliston, MA 2001 – 2002

All-media direct response fundraising agency serving nonprofit organizations

Copywriter

- Wrote donor acquisition and renewal correspondence for various nonprofit organizations including various food banks throughout the U.S., Project Bread, Fund for Animals, Tony La Russa's Animal Rescue Foundation, Dean College and Harvard Magazine. Produced style guides for each client to maximize efficiency.

PUBLISHERS CLEARING HOUSE, Port Washington, NY 1997 – 2000

Multi-channel direct marketing company offering discounted magazine subscriptions and household merchandise to consumers with the chance to enter to win one of many ongoing sweepstakes

Senior Copywriter

- Wrote copy and collaborated with Art Directors to develop innovative concepts for package components of direct mail sweepstakes mailings to 30M households annually. Managed 2 junior writers; Lead Writer for the 3 largest mailings of the year and the PR newsletter that went to the company's top 1M customers.

EDUCATION

SYRACUSE UNIVERSITY, Newhouse School of Public Communications

Syracuse, New York

Bachelor of Arts Advertising and Psychology

1995 Graduate

ADDITIONAL FREELANCE COPYWRITING EXPERIENCE

DISTINCTIVE APPAREL INC. Randolph, MA 2012 – January 2015

- Wrote catalog and web copy for Chadwicks and metrostyle brands.

ARAMARK Norwell, MA 2009 – 2011

- Wrote copy for the WearGuard catalog and web site.

BOSTON GREEN GOODS, INC. Braintree, MA 2010 – 2012

- Wrote copy for Allergy Buyer's Club, Pain-Relief and Sleep Buyers Club catalogs and web sites.

ORCHARD BRANDS, Beverly, MA 2009 – March 2013

- Wrote copy for Appleseed's Tog Shop catalogs.

DMW WORLDWIDE, LLC, Plymouth, MA 2006 – 2010

- Wrote monthly newsletters for several PBS stations including, Central Texas Public Broadcasting, Iowa Public Television and New Hampshire Public Television.

PROFESSIONAL REFERENCES

Kristin Regan | Former co-worker at Specialty Commerce Corp. | 508-215-9477

Brenda Burger | Former Copy Manager at Distinctive Apparel, Inc. | 617-645-1214

Jocelyn O'Keefe | Former co-worker at Aramark | 617-416-8722

Julie Marrinucci | Former supervisor at PartyLite Gifts, Inc. | 401-474-8758

Bob Cargill | Former supervisor at L.W. Robbins | 978-375-1334

Susan Tartaglia | Former co-worker at Gaylord Brothers | 315-457-7321