

REBECCA ROBINETTE

Copywriter, Product Specialist & Marketing Consultant



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PROFILE



Rebecca is a creative living in NYC who specializes in creative copywriting, product research and writing, as well as marketing consulting. Rebecca graduated from the Savannah College of Art and Design (SCAD) in 2019 with a BFA in Marketing and Journalism. She currently works as a product writer at Coach.

EXPERIENCE

COACH

Product Writer June 2021–Present

- Meet with merchandise team to gather collateral on seasonal product launches on Coach's E-commerce platform
- Research all needed information including, but not limited to, product materials, design inspiration, look & feel, benefits, care instructions, and sustainability call-outs
- Write editorial product descriptions across all North American E-commerce categories
- Collaborate and receive information needed from wholesale partners in various categories; Write product bullets and editorial for specific drops
- Manage and develop copy for various Coach (Re)Loved pillars including Vintage, Upcrafted, Remade and Restored

MACY'S

Creative Copywriter September 2019–June 2021

- Collaborate with designers to build marketing emails, website pages, promotional catalogs, text messages, Macy's app notifications and display ads
- Write editorial and promotional copy across various platforms including digital, print and broadcast

VENUS

Marketing Intern Winter 2019

- Work with team to conduct market research and develop a branded event that will gain customer recognition and loyalty; Present ideas and execution points to management

L'OREAL

Marketing Intern Winter 2018

- Conduct consumer research to identify the target market for Redken products
- Develop a launch campaign to optimize social media communication on Instagram, Twitter and Snapchat
- Present 360 campaign to management including social media posts, website designs, branded app, and launch event details