



georgia andrews

A highly experienced writer with a proven track record of creating engaging, conversion-focused copy that aligns with overarching branding concepts. Insightful collaborator with strong ideation, strategy development, and copywriting skills for digital ads and across social media channels such as LinkedIn. A creative professional who has crafted UX microcopy, ad copy, product names, email marketing, case studies, executive briefs, infographics, brochures, brand guidelines, eBooks, and other long-form content. Well-versed in various categories, from B2B enterprise tech to home fragrance and beauty. Knowledgeable about data-driven cloud software for business transformation in a range of industries.



Personal Information

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Work Experience

UX Writer/Copywriter Signet Jewelers

10/2023 – present

- Develop user-centric copy for Signet's ecommerce sites (Kay, Zales, and Jared), loyalty programs, and in-store services to improve user experience and increase engagement and revenue
- Collaborate cross-functionally to ensure consistency in messaging and tone across all platforms
- Contribute to research to understand user needs and preferences, incorporating UX Writer insights into all copywriting projects
- Respond to user testing and feedback to refine and optimize copy for maximum impact and effectiveness
- Focus on the development of brand voice and style guidelines to maintain a cohesive and compelling brand identity.

Key Accomplishments

- Wrote for launch of in-store shopping app.
- Participated in Signet Digital's first Hackathon '24 on a team whose concept placed 2nd in a field of 100 teams.
- Part of the Clienteling team, which built apps for in-store Jewelry Consultants leading to an increase in FY25 revenue that exceeded target.

Senior Copywriter/Content Manager Infor

06/2019 – 12/2022 UNITED STATES

- Developed engaging content that amplifies Infor's brand strategy while catering to the needs of multiple stakeholders. Partnered with global marketing, HR, and design teams to devise content that increases internal and external user involvement. Translated technical jargon into easy-to-understand content that appeals to search engines and human readers. Used industry-specific language that builds credibility and connection with customers in each target industry Infor software serves.

Key Accomplishments

- Created global marketing campaign concepts and content for this leading business cloud software company. Produced thought-provoking social media posts, ads, and LinkedIn updates that reached and engaged 808k followers in 175+ countries.
- Wrote for a multichannel global campaign that promoted Infor's distribution software's operational excellence. My efforts instantly boosted the paid search ads by 3,000 views a day.



Work Experience

- Advised and brainstormed with stakeholders on Infographics, Case Studies, eBooks, and Research Reports for Infor.com.

Senior Copywriter Bath & Body Works

04/2013 – 09/2018

- Responsible for writing all home fragrances, soaps, and seasonal gifting product packaging. Collaborated with regulatory and legal for product copy and fragrance naming.

Key Accomplishments

- Crafted compelling language that illustrated how fragrance could evoke quintessential fall memories leading to this romance copy being prominently featured on the front label of the top-selling 3-wick candle.
- Developed user-friendly recipes for candle and accessory packaging. Partnered with a professional chef to create fall treats inspired by each fragrance in one season's pumpkin collection that was downloadable on the BBW site.



Education

Literature | BA Bennington College

BENNINGTON, VT, UNITED STATES



Skills

- LANGUAGES

English
Native

French
Elementary

- COMPUTER SKILLS

Co-pilot
Professional

Figma
Professional

WordPress/Basic HTML
Limited



Volunteering

Good Dog Foundation

NEW YORK, UNITED STATES