

SHANNON BROWN

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Open to relocation
 shanbrowncreative.com

EXPERIENCE

ATHLETA

Editorial Manager

May 2024 - Present

- Lead editorial concepting and storytelling for integrated brand campaigns across digital, retail, and social, including Athleta's 2026 Your world. Your rules. campaign.
- Own product naming and launch messaging, from initial concepts and stakeholder presentations to final storytelling frameworks.
- Helped shape Athleta's new brand voice in partnership with an agency and now oversee editorial consistency across channels.
- Manage and mentor an associate copywriter, providing creative direction and oversight from concept to execution.

Senior Copywriter

April 2022 - May 2024

- Developed creative briefs for digital partners, bringing greater depth to product stories and customer messaging.
- Wrote all email, app, SMS, and site content, spanning seasonal color drops, collaborations, and product innovation campaigns.
- Directed signage flow and messaging hierarchy as part of a major retail reset projected to drive \$63 million in incremental revenue.

Associate Copywriter

December 2020 - April 2022

- Wrote high-volume PDP and promotional copy, turning product features and benefits into compelling messaging.
- Developed phased messaging strategies for major promotional campaigns, including Black Friday and Cyber Monday, partnering with design on creative execution.
- Created product education materials for corporate and retail teams, turning technical design details into practical selling tools.

FRONT ROW AGENCY

Associate Copywriter

April 2019 - December 2020

- Wrote omnichannel copy for beauty brands including IT Cosmetics, Rimmel, and NYX Professional Makeup, spanning email, paid and organic social, and SEO-driven product pages.
- Supported the launch of Lawless at Sephora, developing brand positioning and retail marketing materials.
- Managed the agency's blog and social channels, overseeing editorial content, publishing, and paid social campaigns.

SKILLS

Proofreading & Editing
Campaign Concepting
Editorial Strategy
SEO & AI Copywriting
AP Style
InVision
Airtable
Asana
Figma

EDUCATION

BACHELOR OF ARTS, COMMUNICATIONS

Sonoma State University
2018 Distinctive
Graduate Award

RELATED BACKGROUND

OPERATIONS MANAGER

Ulta Beauty
2015 - 2019

EDITOR-IN-CHIEF

Sonoma State Newspaper
2016 - 2018

COPY INTERN

The Press Democrat
& Sonoma Magazine
2017 - 2018