

Cassandra Floch

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Service-minded professional with 5 years of B2B and B2C experience in a fast-paced environment. Highly-motivated, detail-oriented team player with the ability to meet tight deadlines. Experienced working within a creative team and alongside omni-channel departments to develop compelling creative solutions. Seeking to leverage my copywriting, brand strategy skills to drive sales.

EXPERIENCE

Senior Copywriter

January 2023 - Present

Copywriter

October 2019 - December 2022

SalonCentric-L'Oréal Professional Products Division Distributor | St. Petersburg, Florida

Premier Wholesale Salon & Beauty Supply Distributor

- Oversee and execute copy, as well as review and edit creative assets, to ensure that the brand and/or company's identity is maintained across all channels from digital (social, email, SMS, website and app) to print (retail stores, publications and events)
- Maintain the brand voice while enhancing the creativity and effectiveness of messaging
- Translate B2B/B2C business goals into persuasive, sales-driven messaging that reaches the customer and benefits the business
- Partner with a team of copywriters and designers to create strong and cohesive campaigns
- Ability to multitask and pivot from one project to another seamlessly
- Work alongside other departments (CRM, eCommerce, Omni-Channel Marketing, Promotional Planning, HR, Education, Credit Card, and Loyalty) strategizing new creative solutions to reach business objectives

Copywriting Intern

May 2018 - October 2019

SalonCentric-L'Oréal Professional Products Division Distributor | St. Petersburg, Florida

Premier Wholesale Salon & Beauty Supply

- Assisted the Managing Editor in maintaining the brand voice across all channels from digital (social, email, SMS, website and app) to print (retail stores, publications and events)
- Collaborated with the Managing Editor and designers to produce creative solutions

Copywriter

September 2016 - May 2017

Boston University AdLab | Boston, Massachusetts

Student-Run Advertising Agency

- Worked in a team environment to develop creative strategies, while interfacing on a weekly basis with key clients: *At Peace Massage Therapy* and *The Algonquin Club of Boston*
- Coordinated with *The Algonquin Club of Boston* to rework their company website and collaborated with *At Peace Massage Therapy* to create a brochure and a slogan

Editorial Intern

July 2016 - August 2016

Kathimerini Newspaper | Athens, Greece

Daily newspaper distributed exclusively with the International New York Times

- Responsible for writing two published articles for tourist magazine, *Greece Is*, a subdivision of *Kathimerini*
- Studied under the Head of International Publications to understand the process of publishing and distribution

Editorial Intern

July 2015 - September 2015

The Hot Zone USA | Brooklyn, New York

Online start-up magazine geared towards ages 18-45, focusing on news, entertainment, music, and sports

- Managed all social media accounts, wrote daily news stories, and updated the magazine's website on a regular basis
- Trained new interns to use WordPress and post for social media accounts, while continually tracking emerging news in order to maintain real-time coverage

EDUCATION

Boston University, Boston, Massachusetts

September 2013 - May 2017

- College of Communications, Bachelor of Science
- Key focus in Advertising and Copywriting
- Concentration in Spanish Language

SKILLS

Fluent in English and Spanish Languages

Mac and Windows • Microsoft Office • Google Docs • Wrike • Adobe Acrobat • SEO Advertising • WordPress • Survey Monkey

Organized, problem solver, proactive, highly adaptable, communicative, willing to travel