

Roxanne Groebel

COPYWRITER



A lover of poetry, fashion, and digital storytelling, I've been writing commercially for the last ten years. Passionate about authenticity and connection, my writing has a tactile quality that makes the intangible, tangible. Dedicated to creating digital content for a range of mediums including product pages, email, social channels, and blogs, I enjoy finding the beauty in everyday language.



roxannegroebel.com



CONTACT



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EDUCATION

Western Sydney University

Bachelor of Communications
Majoring in Journalism

Graduated 2012

TECH/SYSTEMS

I've worked with Asana, Magento, WFX, Leankit, Shopify, WordPress, Bruce, Production App, Later, Planoly, Live Chat, Instagram, Gmail suite, Word

SKILLS

Product copy

SEO copy

Email copy & CTA

Blogging

Copy editing

Social content & community management

Online customer service & troubleshooting

Brand & identity

Internal business culture writing

Imagery management

Training & management of an assistant

WORK HISTORY



Copy Editor at Forever New

Current-OCT,2020

- Email copy for edm roll out in four global regions
- Product page optimisation & copy
- Brand & tone of voice for pivoting business through the pandemic
- Copy for printed promotional materials - retail signage, lookbooks
- Press releases
- Ad hoc advertising copy - scripts, pamphlets
- Instagram stories & caption copy
- Forever New Conscious launch

Social & Content Creation at Zillo + Hutch

OCT 2017-FEB,2020

- Website & product copy
- Social media content & roll out (Instagram & FB)
- Social community management
- Creation of brand voice for a newly established brand
- Creation of internal culture process & frameworks
- Creation & roll out of induction process for new staff
- Email copy
- Product photography coordinator & stylist
- Responsible for image galleries across the website

Copywriter at RedBalloon

SEP 2015-SEP,2017

Head Copywriter at Domayne (Furniture)

JAN-SEP,2015

Head of Content at Exercito

FEB 2014-JAN,2015

Copywriter & Production Assistant at Temple & Webster

SEP 2012-FEB,2014

Copywriter at The Iconic

JUL-SEP,2012

Junior Copywriter at Zanui

FEB-JUL,2012

REFEREES



Melissa Tantuccio, Co-Founder Zillo + Hutch
0407 527 661

Mel Maat, Product Manager RedBalloon
0411 150 262