

# Roxanne Groebel

## SENIOR COPYWRITER

### PROFILE

A lover of poetry, fashion, and digital storytelling, I've been writing commercially for the past 12 years.

Passionate about authenticity and connection, my writing has a tactile quality that makes the intangible, tangible.

Dedicated to making engaging content for a range of mediums including email, social channels, blogs, and product pages, I enjoy finding the beauty in accessible, everyday language.

### SKILLS

Product descriptions  
SEO copy  
Email marketing copy  
Blogs  
Proofreading  
Social content  
Brand & identity  
Internal business culture writing  
Styling & photography assistant  
Training & mentorship  
Ad copy  
Scripts  
Packaging/label copy  
Print & signage

### REFERENCES

Ash Ryan  
Creative Services Manager, Forever  
New  
0422 684 957

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

0410 843 113

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Melbourne, VIC

### WORK HISTORY

#### *Senior Copywriter at Forever New*

##### **OCT, 2020 - FEB, 2025**

- Email copy roll out in four global regions
- Product page optimisation & copy
- Brand & tone of voice guidelines
- Copy for printed promotional materials - retail signage, lookbooks, broadsheets
- Written material for PR events
- Social content and captions
- Forever New Conscious launch
- Written materials for store activation
- Onboarding & HR documents
- Management & mentorship of my assistant

#### *Social & Content at Zillo + Hutch*

##### **OCT, 2017 - FEB, 2020**

- Website & product copy
- Social media content & roll out
- Social community management
- Creation of brand voice for a newly established brand
- Creation of internal culture process & frameworks
- Email copy
- Product photography coordinator & stylist

#### *Copywriter at RedBalloon*

##### **SEP, 2015 - SEP, 2017**

- Create/edit product descriptions
- Train new copywriters
- E-Merchandise products on website
- Educate suppliers on imagery & copy
- Create supplier guidelines & newsletters
- Manage image galleries

## EDUCATION

### *Western Sydney University*

Bachelor 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

## CAREER MILESTONES

At Forever New: Launched a multi channel fundraising campaign with global charity, Dress For Success to celebrate International Women's Day. Forever New successfully raised thousands of dollars for an organisation that helps women back on the path to financial independence.

At Forever New: Launched Forever New Conscious. This time-sensitive project included working with multiple stakeholders across the business including our Email Coordinator, Sustainability Coordinator, and Legal teams to ensure that all aspects of our sustainability journey are communicated to our customers in a transparent and brand-aligned way.

At Zillo + Hutch: Grew Z+H Instagram following from 3K to 9.7K in the space of 2 years with minimal paid posts

At Zillo + Hutch: part of the team that Won Best Large Stand at Decor + Design 2018

At RedBallon: established, wrote, and designed an edm for their supplier community with an above average open rate of approx. 25-30%

## WORK HISTORY CONTINUED

### *Head Copywriter - Furniture at Domayne*

**JAN - SEP, 2015**

### *Head of Content at Exercito*

**FEB, 2014 - JAN, 2015**

### *Copywriter at Temple & Webster*

**SEP, 2012 - FEB, 2014**

### *Copywriter at The Iconic*

**JUL - SEP, 2012**

### *Junior Copywriter at Zanui*

**FEB - JUL, 2012**

## BRANDS

Along with my permanent positions, I have also worked with many businesses and recognised brands in a freelance capacity including:

Witchery  
CGH Group  
Sushi Sushi  
A Perfect Space  
Contrax  
Marmalade Lion

## VOLUNTEER WORK

I worked as a retail assistant in a St Vincent de Paul op-shop through 2018 in my local community in the Melbourne's North.

## LEARN MORE

Visit my website  
[roxannegroebel.com](http://roxannegroebel.com)  
to learn more about my story and to discover my portfolio.