

ELEANOR CHEN

Creative thinker and writer with a passion for branding, storytelling, and personal connection.



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EDUCATION

UC San Diego June 2017
B.S. in Management Science
Minor in Communication

SKILLS

- Copywriting
- Brand Strategy
- Omnichannel Marketing
- Creative Strategy
- Concept Development
- Copy Editing

PROJECTS

Toast Dating

Mobile App

- Copywriting, brand positioning and development, creative strategy, user testing, market research.

Communities In Schools #MosaicChallenge

Social Media Campaign

- Copywriting, strategic brainstorming, influencer research, gameplay refinement.

Slithr Electric Longboards Kickstarter Campaign

- Market research, persona development, mood board curation, brand positioning, logo proposals, rollout plan.

EXPERIENCE

Ulta Beauty
Omnichannel Copywriter

Oct 2020 - Present
Remote

- Concepts and writes editorial and promotional copy for paid and organic social, email, site, in-app, push, SMS, print, and in-store channels that consistently perform above industry standards.
- Writes and updates the Ulta Beauty style guide, owning the app, promotional, and UX components.
- Elevates brand voice and serves as an editorial assistant, supporting team operations, streamlining processes, updating best practices, proofing, and creating copy templates and decks.

Havit Advertising
Account Executive

June 2019 - Sept 2020
Arlington, VA

- Wrote brand positioning, creative briefs, strategic communication plans, presentation decks, and project contracts.
- Developed strategic campaign objectives into clear and concise creative briefs.
- Collaborated with creative team to execute International Council of Chemical Association's website redesign, from brand positioning and stakeholder engagement to user experience, design, and development.

GMMB
Branding & Strategy Intern

Oct 2018 - May 2019
Washington, DC

- Drafted copy for client newsletters, strategy memos, editorial calendars, fact sheets, social media toolkits, presentation decks, creative campaigns, brand rollout plans, new business proposals, and case studies.
- Collaborated with creatives to concept and execute the SXSW EDU #MosaicChallenge that garnered 472K+ impressions, 155 followers, 225 email leads, and 6,445 website visits for client Communities In Schools.
- Provided research support for media opportunities, competitive audits, briefing profiles, and social and materials analyses.

The RealReal
Fashion Copywriter

Oct 2017 - July 2018
Brisbane, CA

- Wrote short-form web copy in line with fashion industry standards and brand guidelines for publication on luxury e-commerce site.