

CONTACT

917.576.7533

New York, New York

christinetedesco16@gmail.com

linkedin.com/in/christine-tesesco

CHRISTINETEDESCO.COM

KEY SKILLS

Copywriting & Editing

Brand Strategy

Creative Development

Content Creation

Interactive Media

Client Communications

Luxury Brands

Team Leadership & Coordination

Creative Collaboration

New Business Pitches

Communications

Creative Team Management

Beauty & Fashion

Marketing & Advertising

Client Relationships

Packaging

TECHNICAL SKILLS

Adobe Illustrator

Adobe InDesign

Microsoft Office Suite

LANGUAGES

Fluent: English, Italian

AUTHOR

*What Goes Around Comes Around:
colloquialisms and idiomatic
expressions in five languages*

CHRISTINE TEDESCO

BRAND STRATEGY, COPYWRITING & EDITING, INTERACTIVE MARKETING

Brand strategy professional with an MBA in Management and extensive experience in copywriting, editing, creative development and marketing in fashion, beauty and in-house advertising. Proven ability to bring brands to life through innovative omnichannel solutions. Led numerous creative teams in developing original, compelling content for multi-platform promotions, including national campaigns, interactive media, and new business initiatives. Dedicated, enthusiastic manager focused on team building to inspire, mentor and advocate for direct reports and colleagues.

EXPERIENCE

MACY'S INC.

NEW YORK, NEW YORK

2012–2020

CREATIVE COPY MANAGER, PRIVATE BRANDS & BEAUTY

2014–2020

Led creation and development of digital and print copy for Macy's private brands and beauty, including campaign messaging, creative strategy, and brand voice for seasonal campaigns and new business initiatives. Managed and mentored luxury beauty copy team to create compelling content focused on trends, insider tips and in-store events through elevated storytelling.

- Partnered with Chief Marketing Officer, VP Marketing to develop two new private brands and reimagine Macy's loyalty program concepts resulting in successful program launches.
- Developed and evolved brand identity and voice for beauty and all Macy's Private Brands—25% of overall Macy's business—including INC International Concepts, Sun + Stone, Bar III, Maison Jules, Alfani, Charter Club, and Hotel Collection, through the creative ideation of high impact concepts, headlines, taglines, product and promotional copy.
- Collaborated with Marketing Strategy to conceptualize and create brand voice for social media campaigns for multiple private brands targeting key lifestyle and fashion trends including campaigns, influencer collaborations and vendor-specific lookbooks, which contributed to sales increase by +4%.
- Conceptualized and created content for seasonal fashion books, beauty and fashion sitelets, digital ads, packaging, new product names, in-store signage, product videos, Facebook, Instagram and Pinterest, which strengthened Macy's brand identity and drove company success.
- Managed team of beauty copywriters. Ensured deadlines were met and Macy's brand voice was compelling and consistent for print and digital editorial projects across multiple channels including direct mail, sitelets, emails and vendor-supported projects.

CREATIVE COPYWRITER

2012–2014

Created original content and messaging for Macys.com, provided an online retail outlet and promotional support for divisions of Macy's, Inc. Assessed marketing objectives and developed materials in support of sales goals.

- Maintained development of headlines, taglines, category pages and all collateral elements to support new product launches, including sitelets, product pages, banner ads and emails.
- Strategized with marketing and design teams to ensure alignment of promo materials with brand objectives.

COPY CONSULTANT

NEW YORK, NEW YORK

2008–2012

Freelance copywriting and consulting services both on- and off-site for a wide range of clients, primarily high-end retail and luxury fashion and cosmetic brands, including Victoria's Secret, L'Oréal, and Bliss Spa. Collaborated with marketing and design for global and domestic launches of new products. Collaborated with marketing and design for global and domestic launches of new products.



CHRISTINE TEDESCO

917.576.7533

New York, New York

christinetedesco16@gmail.com

linkedin.com/in/christine-tesesco

INTERESTS



Swimming



Opera



Music



Running



Theater

EXPERIENCE CONTINUED

- Created new brand voice and wrote and edited all copy for all categories for two major national web site relaunches within the L'Oréal Luxury Brand Division, specifically Lancôme and Yves Saint Laurent, which redefined and enhanced customer experience.
- Launched several new products for the L'Oréal USA, Matrix salon professional brand Total Results, with projects including print ads, brochures, POP materials, in-store promotions, and global copy variations.
- Wrote all POS signage and promo for Carol's Daughter Stores, in-spa stores, department stores and Sephora, as well as all copy for re-packaging initiative, and various cross-channel initiatives, to help drive overall sales.
- Developed headlines, banners, and content copy to support Internet Marketing messaging for Victoria's Secret, as well as all POS signage for all in-store promotions and major nationwide product launches, which strengthened brand identity.
- Created and executed promo materials for Bliss global spa and beauty company, including marketing and direct mail pieces, web content and emails, catalogs, product packaging, and brand promotion.

CLARINS GROUP USA

NEW YORK, NEW YORK

1999–2007

MARKETING MANAGER

2006–2007

Created and executed all promotional marketing programs for specialty accounts, including Home Shopping Network, Sephora, Victoria's Secret. Collaborated with Senior VP of Marketing and Sales to execute promotional strategies and actively participated in account presentations. Developed and managed new business budget, monitored marketing expenses, and collaborated with purchasing to develop promotional sampling and collateral materials within targeted financial parameters.

- Developed and implemented in-store promotional events for Clarins Boutiques to driving store traffic and resulting in a sales increase exceeding 20%.
- Spearheaded national initiative in partnership with SELF Magazine - The Self Challenge - resulting in growth of overall body business by 25%.

COPYWRITING MANAGER

2001–2006

Supervised the creation of all strategic copy to ensure consistency in brand message and tone.

- Developed headlines and content for national advertisements appearing in major fashion/beauty/lifestyle magazines, including, Vogue, Self, Elle, W, Vanity Fair, Marie Claire, Lucky, InStyle, Brides, Bazaar, Allure, Shape, O, Departures and Gourmet.

EDUCATION MATERIALS DEVELOPMENT & PRODUCTION MANAGER

1999–2001

Created all educational materials for national sales force: workbooks, leadership training guides, product overviews, and new product spotlights. Coordinated all training conference production and logistical elements.

- Forecasted and managed departmental budget of \$1.5 million.
- Composed speeches for Director of Education delivered at National Sales Meetings and conferences.

EDUCATION

FORDHAM UNIVERSITY - NEW YORK, NEW YORK

Master of Business Administration (MBA); Management & Marketing

UNIVERSITY OF MASSACHUSETTS - AMHERST, MASSACHUSETTS

Bachelor of Arts (BA); English

Exchange Program: La Scuola di Lingua Italiana, Università di Siena, Italy

BOSTON ARCHITECTURAL CENTER - BOSTON, MASSACHUSETTS

Coursework: Studio Design, Drawing, Drafting, Art History