

# VANESSA TRITSAROLIS

YOUR NEXT COPY DIRECTOR

727.967.0388 | [vtritsarolis@gmail.com](mailto:vtritsarolis@gmail.com) | Clearwater/St. Pete, FL

I'm an ever-curious **wordsmith** and **creative leader** ready to guide your copy team to success!  
I use my way with words to craft content that **inspires, engages and builds trust** in brands,  
and I know how to change the way your audience thinks and feels, motivating them to action.  
I created and currently uphold the **voice of a national beauty brand**,  
where I've continuously advanced and transformed it for almost a decade.

## EDUCATION

University of Florida  
Bachelor of Science  
Major: Public Relations  
Minor: Sustainability  
May 2012

## EXPERTISE

### Professional

Attention to Detail  
Organization  
Critical Thinking  
Public Speaking  
Problem Solving  
Teamwork  
Company Culture  
Coachable  
Personable  
Leadership  
Ambitious

## EXPERIENCE

### Managing Editor

March 2020-Present

*L'Oréal USA Professional Products Division - SalonCentric*

- Champion and evolve the brand voice, leading copy ideation while elevating creativity, effectiveness and accuracy of all messaging.
- Coach and nurture the copy team, driving them to achieve their best work and providing guidance to foster creative inspiration and fresh ideation.
- Maximize productivity by delegating projects suited to writer strengths and workload to ensure the team is appropriately challenged and meeting deadlines.
- Contribute art and copy direction to maintain a distinctive brand identity and standards across all channels from digital (social, email, site & app) to print (retail stores, publications & events).

### Senior Copywriter

March 2017-March 2020

*L'Oréal USA Professional Products Division - SalonCentric*

- Researched 'what's next' in copy and industry trends to deepen customer understanding and speak authentically in the professional beauty space.
- Translated unique campaign goals and data into compelling, B2B sales-driving messaging for new initiatives from which the copy and design teams could leap.
- Supported copyediting needs across the entire organization, overseeing a junior-level copywriter and copy development for internal and external audiences.
- Generated and refined big ideas, bringing stories to life and integrating them across channels.

### Copywriter

May 2014-March 2017

*L'Oréal USA Professional Products Division - SalonCentric*

- Conceptualized and developed innovative and impactful themes, headlines, taglines and body copy for all promotional communications including store signage, mobile app, monthly publications, CRM/e-mails, e-commerce site, shows/events and educational materials, etc.
- Elevated creativity and effectiveness of all external communications by establishing the voice of SalonCentric, in line with overall brand positioning.
- Liaised with account managers to translate business objectives into sales-driving promotional communications with compelling calls to action.
- Collaborated closely with creative director and graphic designers, redeveloping messaging as needed to ensure copy and design reinforced one another to maximize impact.

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## SKILLS

### Technical

Microsoft Office Suite  
Wrike Project Management  
Google Docs  
SEO Advertising  
Social Media  
Strategic Planning  
Presentation Skills  
Survey Monkey  
Adobe Acrobat  
Press Releases  
AP Style

## PROFESSIONAL DEVELOPMENT

### L'Oréal University

The Art of Copywriting  
Virtual / Jan 2023  
Attended upskilling course with my team on empowering creative bravery.

### Content Marketing World

Cleveland, OH / 2018  
Completed the Copywriting learning track at this national conference.

## ADDITIONAL EXPERIENCE

### Show Writer

*Nielsen Media Research / July 2013-May 2014*

- Analyzed TV programming for major networks to identify brand integrations for testing demographics.
- Created research surveys that assisted Ad Solutions in providing unique social metrics and audience-driven brand insights.
- Developed a strong understanding of the Nielsen research methodology, proprietary software and writing style.
- Trained new writers via job shadowing to teach them Nielsen's best practices during their first introduction to the writing floor.

### Marketing Assistant

*Olive Grove Corp / December 2012-September 2013*

- Cultivated customer relations via grassroots, in-person tastings and presentations throughout the bay area.
- Established brand awareness by creating the company's first website and social channels.
- Created content and graphics for use in social media campaigns, blog posts and product labels.

### Public Relations (Fundraising) Assistant

*Gainesville Fisher House Foundation / August 2011-July 2012*

- Produced external messages for the public and media outlets through email marketing, direct mail, social media and press releases.
- Acted as a ghost writer for veterans, translating their words into meaningful stories to drive our message forward.
- Assisted with donor relations campaigns, both annual and capital, to achieve development goals, including special event production and stewardship tactics.

### Community Development Program

*LifeSouth Community Blood Centers / May 2011-August 2011*

- Led a goal-surpassing donor recruitment campaign during the summer blood shortage by liaising with property/business managers to coordinate events.
- Utilized various strategies, including print marketing, press releases, radio-broadcasted PSA's & tradeshow presence.

## CERTIFICATIONS

### Certified Product Copywriter

*CopyPress / Tampa / March 2013*

- Trained to craft engaging, SEO-friendly content for major retailers (Macy's, Lamps.com, etc.) that instrumentally led users to products and converted them to a sale.