

olivia breen

STRATEGIC MARKETING COPYWRITER

SUMMARY

I'm a skilled and passionate copywriter with 13 years of expertise in beauty, fitness, fashion, retail, and luxury interior design. With a balance of high-level strategy and sharp wit, I craft on-brand, compelling copy for creative campaigns. Recent brands include YSE Beauty, DIBS Beauty, about-face beauty by Halsey, Glamsquad, KORA Organics by Miranda Kerr, Rent the Runway, JLo Beauty, IGK Hair, obé Fitness, Bumble and bumble, SoulCycle, Victoria's Secret and more.

SKILLS

Copywriting
360-Degree Campaigns
Strategic Marketing
Email Campaigns
Acquisition Marketing
Digital Strategy
Organic + Paid Social
Proofreading
B2B Marketing
E-Commerce Writing
Product Naming + Packaging
Retail Marketing

EDUCATION

Bachelor of Arts
Communication Studies
Writing Studies, Minor
Magna Cum Laude, 3.8 GPA
Niagara University
2008 - 2011

CONTACT

olivia@oliviarosebreen.com 

oliviarosebreen.com 

Los Angeles, CA 

RECENT EXPERIENCE

Freelance Copywriter

Olivia Rose Breen

MAY 2012 - PRESENT

Industries include: color cosmetics, skincare, hair, fashion, fitness, retail

Brands: YSE Beauty, DIBS Beauty, about-face Beauty, Rent the Runway, KORA Organics, IGK Hair, Glamsquad, JLo Beauty, Covet & Mane, obé Fitness, Bumble and bumble, Victoria's Secret, SoulCycle, and more.

Work: Large-scale campaigns, email campaigns, digital, paid media, product marketing, packaging, retail marketing + more

Senior Copywriter

JLo Beauty & Lifestyle

SEPTEMBER 2020 - AUGUST 2022

Managed the copy and editorial for the brand across all channels including acquisition, paid media, packaging, retail, digital campaigns, and more. Worked alongside the JLo Beauty team as a whole to align strategies and create on-brand and engaging content.

Freelance Copy Director

Bumble and bumble.

MAY 2020 - SEPTEMBER 2020

Led 360-degree global storytelling across digital, salon, and retail channels such as Sephora, Ulta, and Bluemercury. Conceptualized and executed fully-integrated campaigns alongside design partners. Worked directly with digital and global marketing, consumer engagement, and product development teams on new product launches and large-scale campaigns. Presented projects and creative concepts to senior leadership. Managed freelance digital writer, ensuring a consistent voice across all platforms.

Freelance Copywriter

Bumble and bumble.

JANUARY 2019 - FEBRUARY 2020

Spearheaded the creative voice across all digital platforms. Crafted strategic and engaging email campaigns, paid and organic social media, and website copy. Partnered cross-functionally with the marketing team to brainstorm and ideate for future campaigns, product launches, branded promos, and more.
