

# Amy Zalneraitis

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## CAREER FOCUS

Copywriting, editing

## ACCOMPLISHMENTS

- *Room for Improvement: The Post-College Girl's Guide to Roommate Living*. Non-fiction book published and released by Simon & Schuster.
- Currently in talks to develop second book.
- Contributing writer for New York Magazine, UrbanDaddy, Style.com, Fashion Week Daily, SOMA, Men.Style.com, GiftGenius, Gotham, LA Confidential, New Beauty.

## EXPERIENCE

### Senior Copywriter, Kenneth Cole Productions | New York, New York | November 2010 - Present

- Direct responsibilities include writing customer-facing copy for multiple creative assets: catalogs, emails, national ad headlines, and bi-weekly website refreshes.
- Work closely with internal and external partners, acting as the day-to-day representative of the copy department in order to protect the integrity of the unique Kenneth Cole voice.
- As the only other member of a two-person copy team, consistently meet very tight deadlines successfully.

### Freelance Digital Copywriter, J. Walter Thompson | New York, New York | March 2010- October 2010

- Contributed to the "More than a Pretty Face" campaign for Rolex client.
- Partnered with art director to create elaborate strategy on how to give Rolex an online presence without diminishing its luxury standing.
- Wrote all copy for project, including social networking pages and blogger pages.

### Co-founder, Creative Director, GiftGenius.com, LLC | New York, New York | March 2007- November 2010

- Developed, created and launched online media company focusing on unique gift giving.
- Direct responsibilities included oversight of all fundraising, marketing, web development, strategic partnerships, human resources, business development; and all creative aspects, particularly editorial.
- Shared responsibilities included designing website, creating and implementing on- and off-line marketing campaigns.

### Freelance Copywriter, Avon | New York, New York | March 2007- December 2007

- Wrote extensive fashion and beauty copy for the Avon brand Mark in both digital and print mediums.
- Wrote all promotional copy for beauty events, including fliers, invites and posters.
- Attended weekly brainstorming meetings with president of Mark.

### Freelance Copywriter, Victoria's Secret | New York, New York | November 2005-July 2006

- Wrote fashion and beauty headlines for both online and print catalogs.
- Wrote product descriptions for both online and print catalogs.
- Maintained the integrity of the Victoria's Secret voice by attending all creative copy meetings.

### Freelance Fashion News Editor, Fashion Week Daily | New York, New York | July 2004- January 2005

- Wrote multiple fashion news articles on a daily basis.
- Attended and covered all fashion-related events, shows, and parties.
- Generated original story ideas.
- Maintained and cultivated relationships with PR agencies.

### Assistant Editor, Us Weekly | New York, New York | September 2003- July 2004

- Reported on celebrity events and happenings.
- Wrote news items for the "Hot Stuff" column on a daily basis.
- Responsible for a minimum of four original news items a week.

## EDUCATION

University of San Francisco, San Francisco, CA 2000

Bachelor of Arts, English / with a writing emphasis

- Awarded Bachelor of Arts in the Honors Humanities program. Graduated with a 3.9 GPA.
- Hearst Scholarship recipient.