

Stacey Damurjian

FREELANCE COPYWRITER

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✦ New York metro

SKILLS & STRENGTHS

Content writing & creation

Branding strategy

Digital & email marketing

Idea development & brainstorming

Project management

Multitasking & organization

I am an accomplished copywriter with 20+ years of major-market experience in advertising and publishing. I excel at creative marketing and commerce copy, strategic branding, content creation and high-impact campaigns. I manage multiple projects with speed and efficiency and consistently deliver high-value results.

PROFESSIONAL EXPERIENCE

2000-2025

Freelance and contract work

Alice & Albert, QVC, Brownstein Group, Lorel Marketing Group
Philadelphia metro, PA

Alice & Albert (full service-creative marketing agency): Developed digital campaigns and promotional copy for BeautyStat, a national skincare line; Henck Design, a luxury interior design firm, and National Speakers Association/Philadelphia, a regional professional speakers organization.

Brownstein Group (Philadelphia-based ad agency): Collaborated on a digital campaign for global home brand IKEA.

QVC (broadcast/ecommerce retail giant): Long-term freelance catalog, e-commerce and other promotional work for beauty brands TOVA and Models Prefer, footwear brand Aerosoles, and more.

Lorel Marketing Group (Philadelphia-based boutique agency): Catalog copy for Lily Pulitzer (fashion), Caswell Massey (cosmetic), and Journeys (footwear/retail).

2007-2011

Long-term freelance copywriter

J.Crew

New York, NY

All corporate copywriting projects, from catalog and direct marketing to special projects and retail.

Catalog: wrote product descriptions, headlines and taglines. Named products and collections. Interfaced with lead department designers, executive staff and marketing teams to ensure all pertinent product features were highlighted.

Retail: wrote signage for window displays, point of sale copy, and hangtag romance copy for J.Crew Collection (a high-end, limited-edition collection of novelty wardrobe pieces).

Direct marketing: wrote all customer correspondence and service/product information for the bridal marketing team. Wrote all copy for J.Crew credit card sales and marketing.

2000-2007:

Long-term freelance copywriter

Condé Nast

New York, NY

I assisted the advertising teams at multiple Condé Nast titles including Self, Condé Nast Traveler, and Vogue, as well as House & Garden and Lucky (now defunct). Projects included merchandising proposals, commerce copy, and special event copy. At Condé Nast corporate, I worked on large-scale strategic initiatives, experiential opportunities and merchandising concepts for fashion, beauty, automotive, hospitality, travel and more.

EDUCATION

University of Pittsburgh at Johnstown; Johnstown PA:

Bachelor of Arts in Communications/Journalism