

**Erin K. Jepsen**  
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Experience

**Gap, Inc.**, San Francisco, CA

Sept. 2006 to Aug. 2008

**Copywriter**

*Owned creative concept and writing responsibilities for the Women's business, Gap's largest brand. Maintained a current voice and provided fashion-forward content for women in weekly emails and seasonal shops. Kept up with of-the-moment looks and all things fashion.*

- Created product copy for multiple Gap brands and managed its team of writers.
- Collaborated with merchandisers, marketers, and designers through the entire process, from product familiarity to concept to execution. Supported profit-based goals by working big-buy items and customer trend education into copy.
- Wrote for various collateral projects, such as Yahoo placements and search engine optimization.
- Regularly presented ideas to implement ever-evolving internet trends.

**Anthropologie**, Philadelphia, PA

April 2004 to Sept. 2005

**Freelance Copywriter**

*Wrote product copy for anthropologie.com, based on careful attention to brand voice and examination of product samples, including women's apparel, accessories, and home décor.*

**J.Crew**, New York, NY

Nov. 2000 to Jan. 2003

**Copywriter**

*As Associate Catalog Copywriter, wrote factual product descriptions, as well as creative headlines for all J.Crew catalogs. Upon promotion to Internet Copywriter, was solely responsible for all jcrew.com copy, from ideas to execution.*

- Collaborated with departments such as Merchandising, Product Development, Design, and Editorial Production to render copy accurate, concise, and eloquent.
- Per edition, wrote for all components of jcrew.com, including mini-sites, emails, all jcrew.com content within the catalog, as well as partnerships with other companies.

**Proofreader**

Aug. 2000 to Nov. 2000

*Worked within Editorial Production to recognize and remedy all grammar, spelling, print, color accuracy, and overall layout errors on catalog spreads and collateral projects during final stages of production.*

Education

Sept. 1996 to May 2000

**Loyola College**, Baltimore, MD

B.A. in Communications, Cum Laude

Major: Communications; Concentration: Advertising

GPA: 3.5

Writing samples/ portfolio

Available at [erinjepsen.com](http://erinjepsen.com)