

KATHERINE ZEPF

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PROFILE

Creative professional with 4+ years of experience shaping brand voice, supporting integrated campaigns, and driving audience engagement. Known for translating brand strategy into clear, cohesive messaging that supports growth, customer connection, and conversion. Passionate about building ideas that are both emotionally resonant and strategically grounded.

EXPERIENCE

Senior Copywriter, City Beauty | 2023 — Present

- Lead creative strategy for marketing campaigns across digital, social, email, web, and video
- Develop campaign messaging frameworks, creative concepts, and content strategies that maintain a cohesive brand story across every customer touchpoint
- Translate customer research, performance insights, industry trends, and competitive analysis into creative recommendations that improve engagement and conversion
- Analyze campaign performance and customer behavior to refine messaging strategies and inform future creative direction

Content Strategist, 116 Media | 2021 — 2023

- Developed content strategies and messaging frameworks within the beauty and lifestyle space, aligning creative ideas with business objectives and audience behavior
- Applied audience and trend research to inform content direction and positioning
- Optimized content for discoverability and reach using SEO best practices
- Managed multiple creative projects simultaneously while maintaining timelines

Marketing & Communications Intern, AVUITY | 2022 — 2023

- Supported integrated marketing initiatives across departments and channels
- Assisted with content development and editing to ensure consistency with brand voice
- Partnered with leadership on brand storytelling, content planning, and strategy

EDUCATION

Emerson College | 2013 — 2017

B.A. Writing, Literature and Publishing, *Suma Cum Laude*

Minor: Marketing Communications | Minor: Leadership and Management

University of South Florida | 2021 — 2023

M.A. English Literature, *With Distinction*

SKILLS & PLATFORMS

Copywriting • Creative Strategy • Brand Storytelling • Audience Insights • Consumer Research • Concept Development • Marketing • Canva • Klaviyo • Asana • Agorapulse • Salesforce