

Molly Simkiss

SENIOR COPYWRITER & EDITOR

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WORK EXPERIENCE

FOUNDER & CEO | Digital Marketing, Content Strategy

Boldface Marketing Solutions | Exton, PA | 2021-Present

- Delivered targeted copywriting and editing solutions for multimillion dollar corporations, enhancing brand messaging clarity across digital platforms; resulted in improved audience engagement rates exceeding industry standards.
- Average email open rate over 50% for Madison Reed, client.

CONTENT EDITOR | Digital Content Manager | Content Development

QVC | West Chester, PA | 2016-2020

- Coached and developed a team of 10+ writers, including four direct reports; collectively drove QVC.com product pages to achieve an industry-leading average conversion rate exceeding 18%, enhancing overall sales performance.
- Edited and managed the daily homepage copy for QVC's flagship initiative, the Today's Special Value®; engaged nine million monthly visitors and contributed to over \$1.5 billion in annual sales through targeted messaging strategies.
- Saved 75% of execution time by spearheading the creation of a tool that organized art, copy, communication, and deadlines for QVC's biggest sales driver on multiple platforms; received departmental award.
- Led copy creation processes across three distinct segments, including conducting training workshops, building comprehensive style guides, and acting as a liaison between the copy team and departmental partners.
- Ensured flawless execution of copy on over 10,000 items per year through close collaboration with cross-functional partners while enhancing brand voice consistency across diverse product lines marketed online.
- Cultivated strategic partnerships with key stakeholders in marketing, sales, and editorial teams to streamline content delivery timelines by 30%, resulting in faster campaign launches that directly increased customer engagement rates.

SENIOR COPYWRITER | SEO Copywriting Expert | Content Marketing Specialist

QVC | West Chester, PA | 2014-2016

- Directed a team of 10+ writers in crafting engaging and precise item descriptions for over 700 high-profile items on QVC.com per year, enhancing brand consistency while achieving key sales objectives through optimized content strategies.
- Reduced the execution time of a complex copy-approval process by 50%; impacted over 1,000 users and saved upwards of 90,000 emails per year; received departmental award.
- Developed talent through regular feedback sessions with one direct report; improved clarity and creativity within item descriptions leading to positive feedback from key stakeholders at QVC.
- Crafted engaging narratives for Today's Special Value® promotions, enhancing online and on-air visibility; presented weekly promotional taglines to creative directors, fostering alignment across a cross-functional team of 15+ members.

COPYWRITER | SEO & Web Content Writer | Digital Marketing Copywriter

QVC | West Chester, PA | 2010-2014

- Produced high-impact copy for products, QVC.com homepage, email campaigns, eNewsletters, internal events, banners, promotional materials, and UX, leading to recognition from senior management for outstanding quality.
- Collaborated with teams including Design, Development, Quality Assurance, Legal, Sales, Customer Service, and Buyers to ensure informational accuracy and alignment on both individual brands and QVC's overarching voice.
- Compiled a comprehensive guide featuring step-by-step processes that reduced onboarding time for new hires by 40%, ensuring quicker assimilation into the team's workflow and enhancing overall productivity within three months.
- Crafted compelling product descriptions and bullet points for thousands of QVC.com listings; optimized content to align with SEO best practices, resulting in a marked increase in organic traffic to product pages.
- Adhered to strict guidelines regarding brand voice, writing formats, and item specifications.

AWARDS

WINNER, LOGO DESIGN

QVC | West Chester, PA | Issued by John Wall, VP of Content & Creative

Won a design contest that had team members come up with a logo for a newly named Content & Creative department.

2018

PACESETTER AWARD

QVC | West Chester, PA | Issued by Mary Campbell, EVP of Commerce Platforms

2017

For conceptualizing and managing the creation of a SharePoint tool that streamlined and properly sequenced communication for QVC's largest sales initiative; allowed cross-functional teams to see updates and approvals in real-time for use on multiple platforms.

LUMINARY AWARD

2014

QVC | West Chester, PA | Issued by Doug Rose, EVP Brand Marketing

For transforming an email-based, copy-approval process to a more efficient online message board for improved communication, efficiency, and visibility for over 1,000 users.

SKILLS

Content Creation: Copywriting, Editing, SEO, Creative Direction, Social Media Copy, Email Campaigns, Product Descriptions, Blog Writing, Website Copy, Promotional Copy

Project Management: Cross-Functional Team Leadership, Performance Metrics Analysis, Process Improvement, Workflow Optimization

Technical: Figma, Monday.com, SharePoint, Photoshop (Basic), Premier Pro (Basic), Slack

PROJECTS

MADISON REED

2023-Present

Consulting Copywriter | <https://www.mollysimkiss.com/copywriting>

JASM CONSULTING

2023-Present

Consulting Copywriter | <https://www.mollysimkiss.com/copywriting>

QVC

2021-2023

Consulting Copywriter | <https://www.mollysimkiss.com/copywriting>

EDUCATION

B.A. THEATRE ARTS | West Chester University | West Chester, PA

Graduated with honors

PROFESSIONAL DEVELOPMENT

FINAL CUT PRO

University of the Arts | Philadelphia, PA