Molly Simkiss

SENIOR COPYWRITER & EDITOR

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**PROFILE SUMMARY**

Talented Senior Copywriter and Editor with extensive experience developing and executing successful content for major brands. Proven track record in increasing sales, email open rates, and customer engagement through effective messaging and collaboration with cross-functional teams. Works well with design teams to create compelling social media ads, email campaigns, print ads, and website copy that drive sales and increase revenue. Skilled at writing, editing, and proofreading product descriptions to ensure accuracy and clarity, resulting in high conversion rates.

**SKILLS**

**PROFESSIONAL SKILLS** Copywriting | Editing | Creative Direction | Social Media Copy | Email Campaigns | Product

Descriptions |Blog Writing |Website Copy | Promotional Copy |Process Improvement Leadership

**TECHNICAL SKILLS** Word | PowerPoint | SharePoint | Social Media | Some Photoshop and Premier Pro | Slack Monday.com | General Technology

**WORK EXPERIENCE**

**FOUNDER & CEO** Boldface Marketing Solutions | Exton, PA | 2021-Present

* Copywriting and editing consultant for multiple multimillion dollar corporations.
* Average email open rate over 50% for Madison Reed, client.

**EDITOR** QVC | West Chester, PA | 2016-2020

* Coached and developed a team of 10+ writers, four of whom reported directly to me, who helped QVC.com product pages achieve an average conversion rate of over 18%.
* Oversaw the daily homepage copy for QVC’s largest sales driver, the Today’s Special Value®, which is seen by over 9 million visitors per month.
* Developed and implemented multiple cross-functional projects that helped increase efficiency, productivity, and collaboration.
* Edited copy to ensure that the spelling, grammar, and structural integrity of each promotion was on target with the company’s style standards. Obtained the necessary approvals from Legal and Quality Assurance prior to publication.
* Nurtured relationships with cross-functional teams, effectively tearing down silos to help build a truly collaborative environment that not only aimed to optimize copy and design but brought Marketing and Sales together as well.

**SENIOR COPYWRITER** QVC | West Chester, PA | 2014-2016

* Coached a team of 10+ writers in the execution of engaging, accurate, and brand-right item descriptions for the most high-profile items on QVC.com.
* Managed an employee who reported directly to me.
* Streamlined processes by meeting with other departments and communicating the needs of the team which led to more manageable workflows.
* Crafted compelling stories around which the Today’s Special Value items were promoted online and on air. Presented promotional taglines to creative directors, writers/editors, and designers on a weekly basis.

**COPYWRITER** QVC | West Chester, PA | 2010-2014

* Wrote persuasive copy for products, QVC.com homepage, email campaigns, eNewsletters, internal events, banners, promotional materials, and UX.
* Collaborated with several teams including Design, Development, Quality Assurance, Legal, Sales, Customer Service, and Buyers.
* Created two comprehensive databases/style guides for the Editorial team with detailed instructions on their many job functions including screenshots created and enhanced in Photoshop.

**PART-TIME COPYWRITER** QVC | West Chester, PA | 2007-2010

* Crafted internet selling descriptions and bullets for QVC.com items.
* Adhered to strict guidelines regarding brand voice, writing formats, and item specifications.

**ACHIEVEMENTS & DEPARTMENTAL AWARDS**

**WINNER, LOGO DESIGN** 2018

QVC | West Chester, PA

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

**PACESETTER AWARD** 2017

QVC | West Chester, PA

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.

**LUMINARY AWARD** 2014

QVC | West Chester, PA

Transformed a complex copy approval process by taking it from an email-based system to a more efficient SharePoint message board which impacted over 1,000 users and saved upwards of 90,000 emails per year.

**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