

# STEVIE BOWEN

[SJADEBOWEN@GMAIL.COM](mailto:SJADEBOWEN@GMAIL.COM) | NEW YORK, NY | 817-578-6048 | [WWW.STEVIEBOWEN.COM](http://WWW.STEVIEBOWEN.COM)

## COPYWRITING

**Short-Form:** Social media content, email campaigns, mission statements, slogans, product descriptions, website short copy, text message marketing, packaging, guidelines, and presentations.

**Long-Form:** Blog posts, articles, website pages with SEO implementation, and about (brand/company) pages

## CREATIVE WRITING

Write blogs, guest essays, and articles on dating, wellness, relationships, intimacy, and event and product reviews.

*Guest Essays - Residence 11 | Dating Advice Column - The City of Dating | Blog Posts - Blaize Culture*

## SKILLS

Blog Writing | Copywriting | Storytelling | Content Writing | Brand Consulting | Squarespace Web Design | Editing | SEO Research & Writing | Content & Marketing Strategy | Partnership Management | Trend Forecasting | Adobe Creative Suite (InDesign, Illustrator, Photoshop, Bridge, Lightroom) | Keynote | Microsoft Office | Shopify | Google Suite | Canva

## WORK EXPERIENCE

### Brand Consulting and Squarespace Web Designer - Contract

New York, NY | Dec. 2022 – Mar. 2023

- Conceptualized and developed brand story and assets, including color palette, logos, slogan, and mission statement.
- Designed website pages with SEO implementation, email templates, and conducted SEO research for web and blog posts.
- Wrote, edited, and guided the creative process of membership description page, services, about page, and journey page.

### The City of Dating - Founder/ Editor/ Columnist

New York, NY | October 2020 – Present

- Write, edit, and publish Dating Advice Column, including image and keyword copy for website and socials.
- Develop and implement website strategy/ design by page SEO optimization, keyword copy, image, and page design.
- Create creative/copy marketing strategies for social content, photoshoots, paid ads, and email campaigns, including Instagram, Facebook, Pinterest, and TikTok.
- Build and execute collaborations and partnership relationships with brands, influencers, and online communities.
- Lead all financial management, budget/sales analysis, and product production.

### In Your Twentys Podcast - Co-host/ Producer

New York, NY | October 2022 – Present

- Produce, record, and host weekly episodes.
- Design, write, and post social media content for episode and podcast promotions on Instagram, TikTok, and Facebook.
- Research and pitch potential podcast guests and brand partnerships for sponsorships and events.

### Blaize Culture - Fashion Director

New York, NY | Jan. 2021 – Oct. 2022

- Developed creative strategy and copy for email campaigns, blog posts, promotional marketing, and social media content.
- Managed e-commerce owning page design, short and long form copy with keyword optimization, and merchandising.
- Reorganized and lead the Blaize Culture product catalog—coordinating production and creative direction from concept stage to campaign launches, including photoshoots and marketing strategies.
- Orchestrated brand collaborations, event coordination (festivals and product/crew member launch parties), and brand contracts for pro and amateur riders.

### Iconix Brand Group - Fashion Coordinator

New York, NY | May 2019 – June 2020

- Wrote copy for catalogs, brand concept and trend presentations, style guides, and influencer marketing.
- Forecasted and created macro and micro seasonal trend reports on emerging fashion and color trends, industry white spaces, and market shifts for key licensed brands, including sports, streetwear, intimates, dancewear, and footwear.
- Merchandised and assisted approval for line plan assortments throughout the design and production process by implementing fashion and market trends, such as consumer shifts, sustainability, and must-have styles.
- Supported laydown/on figure photoshoots with concept development, talent coordination, and prep/on set styling.

## EDUCATION

### LIM College - May 2018

New York, New York

Bachelor of Business Administration in Fashion Merchandising - Cumulative GPA 3.90

Honors Program – Summa Cum Laude – Bloomingdale’s Excellence of Fashion Merchandising

American Business School of Paris - January - June 2017 (Study Abroad)

Paris, France