

Alexandria Paris

SENIOR CONTENT STRATEGIST AND COPYWRITER

Dallas, Texas

Content strategist and copywriter with a focus on simplifying UX flows.

alexandria.paris@gmail.com

214-868-0807 mobile

Experience

VP Content UX/UI/ Content Strategist

Citi

Currently working in the Markets division to streamline and modernize digital experiences across citivelocity.com an internal facing website. Lead writer for Citi Mortgage and Home Equity. Responsible for re-writing website and creative content. UX writer for simplifying experiences on Citi Mobile App. Content strategist and writer for new program, Citi Shop, a browser extension created for saving money when shopping online. Worked across multiply businesses with a customer-first inclusive viewpoint.

Dallas, Texas

Jun 2020 - Present

Head Writer

Rovia

Head of copy department in charge of all Rovia writers. Developed new voice for multiple levels of the brand. Responsible for weekly travel email deals for US and Europe. Created multiple benefit guides for all levels of membership outlining everything the travel club offered. Worked with other areas of the company to make sure messaging was strategic and uniform across branches.

Plano, Texas

Jul 2019 - Mar 2020

Senior Copywriter

Dallas, Tx
Aug 2015 - Present

Freelance Copywriter

Freelance copywriter for a variety of agency and in-house clients.

Agencies: Organic, Shoptology, INMarketing, Rockfish Creative, Agency Creative, Avrea Foster, Kraftworks, Retailcomm, Tribal DDB, Skyy Media

Space: High Tech, Retail, Law, Fashion, Food & Beverage, Healthcare

Brands: AT&T, Modern Love Jewelry, Martin Flyer Diamonds, One World Diamond Company, True Romance, Voss Water, Bali Bras, White + Warren, Kenneth Cole, Yum!, WalMart, Target, Tenet Healthcare Systems & Tribe Snacks.

Communications Director

Dallas, Texas
Oct 2012 - 2015

Therapy 2000

Copywriter and writer for Therapy 2000, a Texas in-home health company. Responsible for 32-page, tri-monthly newsletter, wrote content for new website and responsible for social media for all 7 branches of company. Member of Charity 2000 board, the company's philanthropic arm.

Senior Copywriter

Dallas, Tx
Jul 2008 - Jan 2010

Tribal DDB

Worked on agency accounts including: Nokia, PepsiCo, Starbucks, ExxonMobil, Bud Light, Green Works and Fresh Step.

Created digital content for brands including websites, microsites, banner ads, rich media and social media solutions. Participated in pitches.

Senior Copywriter

New York, NY
Sep 2005 - Dec 2007

RMG Connect/ JWT

Worked on agency accounts including: Merrill Lynch, HSBC Bank, US Marines, A Diamond is Forever and LL Bean.

Generated direct mail pieces, banner ads, interactive content and search copy. Part of new business creative team responsible for pitching accounts.

Copywriter

New York, NY
Jan 2000 - Sep 2005

Kenneth Cole Productions

Worked on in-house accounts including: Kenneth Cole New York, Reaction, Unlisted, American Foundation for AIDS Research and Sundance.

Senior Copywriter for national and local market advertising for Kenneth Cole. Wrote and produced pre-fashion show videos with celebrity guests. Developed new voice for Fall 2005 re-branding initiative for national advertisements and marketing.

Experience

Bachelor of Science

Austin, Texas
Sep 1994 - Aug 1998

University of Texas

Creative sequence. Business Foundations Program.

New Section