

COURTNEY ISEMAN

COPYWRITER. JOURNALIST. CONSULTANT.

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COURTNEYLISEMAN.COM

I write stories about drinks, food, travel, music, fashion, art, and culture: The people that make these worlds special, the experiences readers can't miss, and the strange histories few have heard.

I also apply my passion for storytelling to creating engaging copy and voice-elevating content for brands and retailers in the fashion, beauty, home, lifestyle, and food & beverage industries. I know how to excite readers from Instagram captions to product descriptions to e-mail subject lines.

FREELANCE JOURNALIST

Since 2010, I have stayed ahead of the curve in several industries to pitch stories that leap off the screen. I have written everything from travel itineraries, best-of roundups, event coverage, and service guides to longform deep dives, thoughtful interviews and profiles, think pieces on trends and news, and essays. My work has appeared in:

Food & Drink; Lifestyle:

- Inside Hook
- Food & Wine
- Good Beer Hunting
- Craft Beer & Brewing
- Food & Wine
- Wine Enthusiast
- All About Beer
- Thrillist
- Decibel (own column)
- VinePair
- Insider
- Atlas Obscura
- Craft Beer
- Vice
- PUNCH
- HuffPost
- Grub Street
- Delish
- Edible Brooklyn
- Lohud
- Men's Journal
- amNY (own column)

Culture, Arts,

Entertainment:

- Kerrang!
- Loudwire
- Food52
- domino
- Racked (own column)
- i-D (own column)
- BUST
- COSMOPOLITAN
- ELLE
- Invisible Oranges
- The Cut
- Observer
- Mental Floss
- The Hairpin

APPLICABLE SKILLS

- Multiple CMS platforms
- Podcast editing
- Script writing
- Cicerone Certified Beer Server
- Conversational French and German
- Tarot reading

FREELANCE COPYWRITER + CONSULTANT

ANN TAYLOR LOFT: PRODUCT WRITER, SEPTEMBER 2015 TO PRESENT

- Write high volume of product descriptions across categories weekly

TAPRM: COPYWRITER, APRIL 2020 TO FEBRUARY 2023

- Interview brands and create weekly blog content
- Research PR trends to guide content calendar
- Create, host, record, and edit monthly podcast

YU-BE SKIN CARE: SOCIAL MEDIA WRITER, MARCH 2009 TO AUGUST 2019

- Concepted campaigns and promotions
- Created and managed Instagram and Facebook calendars; posted daily
- Managed network of brand ambassadors

FIVESTORY NY: PRODUCT WRITER, DECEMBER 2016 TO 2018

- Created style guide and product copy standards
- Wrote high volume of product descriptions and size-and-fit information daily on set
- Wrote landing page designer bios

JOE FRESH: COPYWRITER, MARCH 2016 TO OCTOBER 2017

- Created and managed Instagram and Facebook calendars
- Wrote blog content, marketing e-mails, in-store signage

MICHAEL KORS: PRODUCT WRITER, MARCH 2015 TO JULY 2017

- Wrote high volume of product descriptions across categories weekly

BLOOMINGDALE'S: PRODUCT WRITER, MAY 2015 TO MARCH 2017

- Wrote high volume of product descriptions across categories weekly

THE LINE: COPYWRITER, AUGUST 2014 TO NOVEMBER 2016

- Wrote researched product copy across categories
- Wrote designer profiles and trend histories for site
- Wrote weekly marketing e-mails

FULL-TIME COPYWRITER

SAKS FIFTH AVENUE: COPYWRITER, FEBRUARY 2013 TO MAY 2015

- Concepted and wrote e-mail campaigns
- Wrote high volume of product descriptions daily
- Spearheaded launch of SEO terms in product copy

NET-A-PORTER AND THEOUTNET.COM: SENIOR COPYWRITER, JULY 2010 TO NOVEMBER 2012

- Wrote researched product copy across categories
- Wrote designer bios and landing page copy
- Conducted trend research and regular copy upgrades
- Delegated workloads and edited uploads