

COURTNEY ISEMAN

JOURNALIST. COPYWRITER. CONSULTANT.

COURTNEYISEMAN@GMAIL.COM

845-406-5491

COURTNEYISEMAN.COM

@HIGHWAYTOHOPS ON INSTAGRAM

I write stories about craft beer, food, travel, music, home design, fashion, 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 beer, food, travel, fashion, and home 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:

Beer, Bars, Drinks Culture, Food & Dining:

- VinePair
- Insider
- Atlas Obscura
- Craft Beer
- Vice
- PUNCH
- HuffPost
- Kerrang!
- Grub Street
- Delish
- Edible Brooklyn
- Lohud
- Men's Journal
- amNY (own column)
- Hop Culture

Travel, Music, Home, Fashion, History, 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

TAPRM: COPYWRITER, APRIL 2020 TO PRESENT

- Interview brands and create weekly blog content
- Research PR trends to guide content calendar

ANN TAYLOR LOFT: PRODUCT WRITER, SEPTEMBER 2015 TO PRESENT

- Write high volume of product descriptions across categories weekly

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

TANYA TAYLOR: COPYWRITER, NOVEMBER TO DECEMBER 2015

- Concepted brand voice
- Created all copy assets for site launch
- Wrote collection inspiration statements and product descriptions

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