

Carly Lize

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PROFESSIONAL SUMMARY

Creative copywriter with 5+ years experience in retail and e-commerce, successfully executing B2C and B2B campaigns across apparel, shoes, beauty, and home.

WORK EXPERIENCE

Freelance Copywriter

Kohl's | *Remote*

Aug. 2025 – Current

- Revamped brand image by spearheading the implementation of Kohl's new brand voice within in-store displays in over 1,100 stores across the US.
- Collaborated with cross-functional teams, designers, vendors, and external partners to ensure effective communication and successful project execution.
- Leveraged AI-powered tools & CMS workflows to optimize copy, improve consistency, and increase in-store foot traffic.
- Implemented and advised content best-practices across in-store content for major sale events including Annual Clearance, Shoe Sale, and Valentine's Day, increasing in-store sales by 10% in the last 6 months.

Content Manager

eBay | *Remote*

Jan. 2025 – July 2025

- Managed planning, localization, and deployment of global seller emails, reaching 10M+ users across regions.
- Owned end-to-end content workflows, including authoring, CMS publishing, QA, and live deployment.
- Published 6 long-form website articles per month, managing layout, design coordination, and go-live execution.
- Streamlined eBay's business seller onboarding process with 3 refreshed Seller Hub landing pages, Start Selling, How to Sell, and What to Sell.

Copywriter

Aug. 2021 – Dec. 2024

Kohl's | *Menomonee Falls, WI*

- Facilitated training for new copywriters and interns, establishing content standards and best practices.
- Launched 2 new private-label brands, **Mingle & Co.** and **Miryana**, crafting the brand voice and identity, increasing in-store home products by 32%.
- Conceptualized copy for over 30+ social media posts per week across platforms, increasing overall follower counts by ~20% while maintaining consistency, clarity, and brand voice.
- Assessed digital content performance to improve content to increase conversions and online sales.

Copywriting Intern

June 2020 – Sept. 2024

Kohl's | *Remote*

- Composed multiple product categories and audience segments, across social, email and direct mail channels.
- Developed and recorded TikToks for the company page, garnering over 500,000 views across platforms.

EDUCATION

Michigan State University

May, 2021

Bachelor of Arts, English & Communications

East Lansing, MI | GPA: 3.9

SKILLS

- **Technologies:** CMS proficiency, InDesign, Figma, Canva, Email design, Google Suite, Monday.com
- **Skills:** Strategic Planning; Brand Marketing; Digital storytelling; SEO & conversion-based copy