

Diana Kantor

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EXPERIENCE

Universal Yums, Roseland NJ / Sr. Copywriter 2022 – Present

- Concepted and completed informative 15-page booklets included in monthly subscription boxes. Content included fact-checked trivia, information about the included snacks, and interactive games and features.
- Conducted research and fact-checking to provide customers with a trustworthy educational experience.
- Brainstormed and implemented ways to improve customer experience and engagement through in-box materials.
- Partnered with email manager to A/B test subject lines and CTAs, learning from results and improving performance.
- Utilized internal data and competitor research to create best-in-class emails and email flows using up-to-date best practices, resulting in a 44% increase in email open rates and 56% increase in email orders compared to the previous year.
- Partnered with procurement to conduct research on new and fun box inclusions to improve the customer experience.
- Created a bank of high-performing subject lines and CTAs for emails, including notes on open-rate and click-through rate.
- Partnered with designers and videographers to create scroll-stopping Facebook and TikTok ads.
- Teamed up with marketing to create a series of dedicated landing pages designed to convert target audiences.
- Crafted e-commerce product listings with short-but-sweet copy that entices customers to purchase.
- Made updates to the company website as needed, simplifying complex messaging while maintaining brand voice.
- Led monthly cross-functional kickoff meetings for each month's in-box content.
- Managed and implemented a creative calendar for the company's Facebook and Instagram accounts.
- Created database archives for past copy, allowing easy access for similar products in the future.
- Managed the company blog, writing and testing fun recipes from all over the world.

Markwins Beauty, LLC, Remote / Freelance Copywriter 2020 – Present

- Wrote and edited copy for well-known cosmetics brands, such as wet n wild, Physicians Formula, and Lip Smacker.
- Created search-optimized copy for company websites and retailers including Amazon, Wayfair, Target, and Walmart
- Wrote a search-optimized makeup tutorial which earned a number 4 search result on Google during its first week live.
- Designed and wrote enhanced content with the use of both Vendor Central and Salsify's Experience Layout Builder.
- Researched and assigned keyword tags to products, enhancing discoverability.
- Created an in-house style guide for e-commerce photography best practices.
- Conducted A/B testing for Amazon A+ content, utilizing data to study consumer shopping habits and optimize content.

Sunham Home Fashions, New York NY / Copywriter 2019 – 2020

- Wrote copy for bedding and bath products across multiple brands, uploading approved content to Salsify for easy search.
- Created product descriptions for Amazon, Wayfair, and other online retailers, utilizing competitor research and the ARA Premium SEO tool to ensure the use of trending keywords with high conversion rates.
- Wrote and designed enhanced content for Amazon products, combining photography with copy to create visually compelling product listings.
- Designed brand stores for Amazon and Wayfair, with a focus on ease of use for customers.
- Provided print marketing copy for seasonal trade shows.
- Created a guide for e-commerce photography, with an emphasis on Amazon best practices.
- Created brand style guides which set standards and best practices for future online content.

C+A Global, Edison NJ / Copywriter 2016 – 2019

- Managed the creation of Amazon product listings and A+ content, implementing SEO best practices and keyword research.
- Created copy for packaging across brand portfolio, including Polaroid and KODAK, ensuring consistency in brand voice.
- Wrote technical copy for use in user guides, including electronics, home gym products, and more.
- Wrote sell sheets and point of purchase cards for use at major trade shows, including the Consumer Electronics Show.

EDUCATION

- Saint Peter's University, Jersey City NJ Bachelor of Arts, Communications | Minors: English and Asian Studies
- SMX East Search Marketing Expo 2019