

# Selene Angier

Boston, MA  
617.480.5278  
seleneangier@gmail.com  
www.seleneangier.com

**COPY + CONTENT | E-COMMERCE | MARKETING | UX/UI | EDITORIAL | BRANDING | PROJECT MANAGEMENT**

**EXPERIENCE** **CONTRACT + FREELANCE CONTRIBUTOR Boston, MA | Content Manager + Copywriter, Sept 2007 - Present**  
Content manager and senior copywriter specializing in e-commerce, tech, and lifestyle brands. Cross-team collaborator experienced in omnichannel marketing, UX/UI, editorial, branding, digital strategy, storytelling, concepting + brainstorming, A/B testing, SEO, and social media. Journalism background, excelling at long-form features, thought leadership interviews, research, expert sourcing/SME, and C-suite ghost writing.

**Select Clients** Reebok, ASICS, Rockport, Shorelight Education, America's Test Kitchen, Alltown Fresh, Rue La La, Blue Cross Blue Shield, Pepperlane, Irie Bliss CBD, Massachusetts Department of Public Health, Abt Associates/Health Care Research Division, James Prochaska Cancer Prevention Research Center, and Berklee College of Music  
**Industries/sectors** CPG, B2C/B2B e-commerce, tech, lifestyle, healthcare, higher education, home decor, real estate, sports, fitness, travel + culture, fashion, footwear, arts + entertainment, food, c-store, news, research, and government  
**Published bylines** Metro newspaper, Boston Globe, Weekly Dig, and WBUR.org

**ASICS Boston, MA/Remote | Senior Copywriter, April 2022 – December 2023**  
Collaborated on concepting GTM, product launches, and program initiatives for leading fitness shoe company. Drafted messaging hierarchies to establish brand blueprint for top-down campaign work. Developed marketing toolkits including product taglines, landing pages, emails, banners, tech sheets, video scripts, social media, and product descriptions. Partnered with art director to concept and produce TikTok and Reel campaigns for high-profile launches.

**SHORELIGHT Boston, MA | Content Manager, April 2019 – February 2020**  
Content lead for international higher education company. Managed UX, marketing, and content projects across 20+ Tier 1 university clients. Collaborated with product, design, engineering, sales enablement, and SEO teams on web launches, marketing campaigns, and editorial content. Developed company's first content calendar and managed freelancers.

**TEXTBOOKS.COM/BARNES & NOBLE EDUCATION Boston, MA | Senior Copywriter, April 2014 - July 2018**  
Collaborated with product, marketing, creative, and engineers on website launches, digital strategy, and blog content. Copy lead for 3 B2C and B2B brands, including site messaging, email campaigns, infographics, SEO meta descriptions, SMS texts, tool tips, newsletters, and blog articles. Managed editorial and social media calendars. Developed A/B email testing plans to drive open rates, revenue, and learnings. Performed UX reviews/QAT.

**WAYFAIR Boston, MA | Senior Copywriter, October 2011 - November 2012**  
Copy desk lead for top home décor flash sale site, jossandmain.com. Acted as frontline writer, editor, and voice steward for 48 weekly events that generated \$1M+ in weekly revenue. Worked cross-team with design, engineering, product, marketing, CS, and ops on site redesign, app development, new features, and A/B testing initiatives. Developed brand book and house style guidelines. Product naming and white labeling. Concepted 30+ sales events driving \$500K+ in revenue.

**REEBOK Boston, MA | Copywriter, August 2009 - September 2011**  
Concepted and executed copy for Reebok.com store, email campaigns, and banners. Drafted descriptive, benefits-focused product copy for footwear, apparel, workout accessories, and sports equipment.

**METRO BOSTON Boston, MA | Arts Writer/Calendar Editor, October 2002 - July 2009**  
Researched and wrote arts features and interviews for 160,000-circulation daily newspaper.

**EDUCATION** **The University of Rhode Island** Kingston, RI. Bachelor of Arts in Psychology, *summa cum laude*  
**Massachusetts College of Art and Design** Boston, MA. Continuing education graphic design courses  
**Oxford Brookes University** Oxford, England. Study abroad program

**SKILLS** **Mac & PC platforms** Microsoft Office, WordPress, Contentful, CMS platforms, Agile environment, Adobe Workfront, Wrike, JIRA, Trello, Google Drive, OneDrive, Sharepoint, Slack, Adobe InDesign, Photoshop, Illustrator, Acrobat, Canva, MailChimp/Wix email dev, design layout, SEO, basic HTML, AP style, and social media

**VOLUNTEER/ ASSOCIATIONS** **City of Cambridge Election Commission** 2020 - Present  
Work polls, assist voters, process ballots, crosscheck, and verify vote counts  
**Labels Are for Jars/Cor Unum Meal Center** Central Committee Member/Volunteer  
Contribute to public relations, outreach, social media, and fundraising for food scarcity non-profit  
**Boston GreenFest** Entertainment and Programming Coordinator  
Co-managed three-day, three-stage environmental/cultural festival at Boston's City Hall Plaza

**PORTFOLIO** Go to [seleneangier.com](http://seleneangier.com) and [linkedin.com/in/seleneangier](https://www.linkedin.com/in/seleneangier) for portfolio and references