

Shayna L. Pickens

Laguna Beach, CA

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Experience

Owner/Interior Designer, 2013 – Present

Shayna Leigh Designs, independent interior design service, Laguna Beach, CA

- Assist clients with creating personalized interior design solutions, guiding them through all aspects of implementation
- Develop accurate visual space-planning concepts, utilizing hand drafting and CAD techniques
- Design presentation boards, displaying and organizing selections and inspirations

Contract Copywriter, 2012 – Present

Silver Jeans Co., a denim apparel company, Laguna Beach, CA

- Created the tone and all related verbiage for the 2014 holiday campaign, including daily emails, subject lines, weekly HP headlines, biweekly blog entries and in-store signage
- Wrote press releases pertaining to celebrity partnerships, company announcements and product launches

Exemplis, Inc., an office furniture manufacturer, Cypress, CA

- Provided a clear, consistent voice for training, advertising and web-based collateral, including emails, product brochures, case studies, monthly eNewsletters, presentations and video scripts – all for both B2B and B2C
- Assisted in defining an updated brand identity through the creation of a style guide, demonstrating appropriate nomenclature

Hottopic.com Web Producer, 2010 – 2011

Hot Topic, Inc., a teen-based fashion and music retailer, City of Industry, CA

- Managed the website's creative content, including copy, imagery and videos
- Led merchandising efforts and production schedules for promotions, new product launches and seasonal campaigns
- Actively implemented site optimization, heuristic and SEO techniques (i.e. decreased image size for optimal performance, maintained left navigation and breadcrumb trails, created friendly URLs and generated product notes, respectively)
- Acquired and reviewed site analytics, using information to implement daily site updates and assist in node building
- Partnered with third parties to optimize functionality and introduce new concepts (i.e. eGift Cards (CashStar))

Hottopic.com Senior Copywriter, 2006 – 2010

- 140% increase of personal productivity vs. 2008 (LY) – demonstrated through the increased frequency of fashion features, music features, email campaigns, product descriptions and page updates
- 106% increase of inventory vs. LY – wrote informative descriptions for new products
- Created content for email campaigns, generating 16% of Internet Marketing's 2009 3rd quarter sales
- 134% increase of email revenue vs. LY – created the compelling copy and cohesive voice used in 2009's email campaigns
- 15% increase of email subscribers vs. LY – assisted in the success and expansion of this Internet Marketing campaign
- Assisted in making fashion the most requested, most read feature, as determined through online polls and click-through rates
- Produced creative copy for social media, homepages, landing pages, products, interviews, articles, FAQs and reviews
- Edited copy to ensure message consistency, proper grammar and technical accuracy

Special Skills/Computer Programs

AutoCAD 15; SEO; HTML; Microsoft Office Suite; Drupal CMS; Coremetrics; GERS Merchandising; Blue Martini Enterprise Desktop; Ecometry; Photoshop; Task Freak!, a web-based management tool; Photo Tracker, an in-house product tracking system

Enrichment

ASID; SEO Training; 5 Basic Management Skills Seminar; Public Speaking Class; Member of Open Mic, a company-based speech group; Emotional Intelligence Seminar; Learning Styles Seminar; Coremetrics Training

Education

Washington & Jefferson College, Washington, PA

- **B.A. in English** with emphases in Art History and Philosophy
- Baldrige Reading Program Award for Speed and Comprehension

Interior Designers Institute, Newport Beach, CA

- **Certificate of Interior Design**