

# LILIANA SILVA

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Portfolio: [www.lilianasilva.info](http://www.lilianasilva.info)

**Senior copywriter** with 8+ years of experience specializing in brand voice, campaign development, product, storytelling, and customer-facing communications for lifestyle and DTC retail brands.

**Brand voice steward** and primary copywriting resource with experience supporting 16 product launches, developing naming and messaging frameworks and creating customer-facing content across e-commerce, email, social, paid media, video, packaging and retail environments.

**Collaborative creative partner** experienced working cross-functionally with designers, marketers, project managers and external agencies to develop integrated campaigns. Skilled in editorial review, creative problem-solving, and communicating copy rationale to stakeholders and executive leadership.

## PROFESSIONAL EXPERIENCE

**Senior Copywriter & Campaign Strategist** | Rodan + Fields | San Ramon, CA  
September 2021 – Present

- Developed consumer-facing marketing copy for integrated omnichannel campaigns spanning email, social, e-commerce, paid media, print, out-of-home, packaging, and retail channels ensuring a consistent brand voice across customer touchpoints.
- Led brand voice execution during company's expansion into **150+ Ulta Beauty retail locations**, translating established DTC messaging across omnichannel marketing, product launches, and retail environments nationwide while maintaining cohesive consumer journey.
- **Supported 16 product launch campaigns** through product and program naming, tagline development, campaign messaging, creative content strategy and product storytelling across digital and retail channels.
- Partnered closely with designers, marketing teams, project managers, legal/regulatory stakeholders, and external agency creatives to develop integrated campaigns from brief through execution, balancing business objectives, compliance requirements and consumer storytelling.
- Served as a trusted brand voice resource for cross-functional stakeholders, providing copy guidance, editorial review and messaging recommendations to maintain consistency across high-priority campaigns and consumer touchpoints.
- Led messaging development and copywriting in partnership with external agencies for brand videos, Ulta Beauty training programs, radio campaigns and immersive convention experiences translating complex product information into compelling on-brand storytelling.

**Freelance Copywriter, Email CRM & Digital** | Annemarie Gianni Skincare | Berkeley, CA  
May 2020 – January 2021

- Developed creative concepts, campaign messaging and copy strategies for segmented customer journeys and targeted marketing funnels.

- Owned brand voice guidelines and style standards, ensuring cohesive messaging across marketing campaigns, digital content and customer touchpoints.

**Buyer & Merchandising Lead, Health & Beauty | Canyon Market | San Francisco, CA**

May 2018 – May 2020

- Led merchandising strategy and product assortment planning for Health & Beauty department, writing customer-facing promotional copy and developing product storytelling that increased product visibility and supported sales goals.
- Developed marketing copy and educational materials for in-store promotions, product launches and sampling initiatives.
- Worked with brand representatives and vendor partners to develop sampling programs and educational experiences targeting customer needs and purchasing behaviors.

## SKILLS

- |                                    |                                  |
|------------------------------------|----------------------------------|
| • Brand Voice Development          | • Editorial Review               |
| • Naming & Messaging Strategy      | • Cross-Functional Collaboration |
| • Product Storytelling             | • Competitive Research           |
| • Omnichannel Campaign Development | • Figma (Collaborative Design)   |
| • Copywriting & Editing            | • Monday (Project Management)    |
| • Creative Brief Development       | • A/B Test and Learn Development |

## EDUCATION

**Bachelor of Applied Arts in Production Management, Minor in English | San Diego State**

2013