

LILIANA SILVA

SENIOR COPYWRITER | CREATIVE STRATEGY | BRAND VOICE

(415) 531-8675 | silva.lilianas@gmail.com | San Francisco, CA

Portfolio: www.lilianasilva.info

Senior copywriter & creative strategist with 8+ years of creative concept development, campaign strategy, brand voice & tone, messaging systems, and product storytelling for consumer and DTC brands.

Brand voice & editorial authority taking work from strategic development through execution, translating complex product information into compelling customer narratives, and setting standards for voice, tone, messaging and editorial quality.

Collaborative creative partner working with cross-functional teams, agency / freelance partners, and senior stakeholders to develop, refine and advocate for creative work across e-commerce, digital, email, social, paid and earned media, video, packaging and retail.

PROFESSIONAL EXPERIENCE

Creative Copywriter & Campaign Strategist | Rodan + Fields | San Ramon, CA

September 2021 – Present

- **Concepted consumer-facing strategy and 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 a cohesive consumer journey.
- **Developed messaging strategy** for **20+ product launch campaigns** through product and program naming, tagline development, campaign messaging, creative content strategy and **product storytelling** across digital and retail channels.
- **Shaped creative concepts and messaging** from **early-stage product and marketing development** through final execution, partnering with product development, innovation, and go-to-market teams to translate research, competitive insights, and **complex product information** into compelling **creative territories** and customer-facing narratives.
- Served as **internal authority on brand voice, tone and editorial standards**, developing **voice and messaging frameworks**, reviewing copy and providing cross-functional guidance across internal teams, **freelance writers**, and **agency partners** to ensure clarity, consistency, and alignment with brand strategy.
- **Led review and copy editing across internal teams and agency partners**, presenting and **advocating for creative with senior stakeholders** and carrying work through final release.

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, style standards and editorial 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

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| • Creative Concept Development | • Product Storytelling |
| • Creative Strategy | • Omnichannel Marketing |
| • Brand Voice & Tone | • Creative Brief Development |
| • Messaging Strategy & Frameworks | • Cross-Functional Creative Leadership |
| • Campaign Development | • Agency Collaboration |
| • Copywriting & Editing | • Figma (Collaborative Design) |
| • Editorial Standards & Review | • Monday (Project Management) |

EDUCATION

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

2013