

# LIZ TOFF

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## SUMMARY

A dynamic writer and leader who crafts copy to inspire and engage readers. Passionate about the power of stories, efficiency, and collaboration. Comfortable in fast-paced environments and working to tight deadlines. Exemplary interpersonal, time-management, and multitasking skills. Strong attention to detail while still flexible and agile in the face of changing priorities.

### *Core competencies include:*

Editorial Copywriting •  
Editing • Coordinating •  
Document Creation •  
Training Others • Brand  
Development •  
Disruptive Copy •  
Interpersonal Skills •  
Process Improvement •  
Mentoring • Poetry •  
AP Style • Chicago Style

## EDUCATION

UNIVERSITY OF MARYLAND,  
BALTIMORE COUNTY  
(UMBC)  
BA in Modern Languages,  
Linguistics and  
Intercultural  
Communication, minor in  
Political Science

*Graduated Magna Cum Laude  
and in the top 15% of class*

## PROFESSIONAL EXPERIENCE

AMERICAN IMMIGRATION LAWYERS ASSOCIATION (AILA) | **CREATIVE WRITER** MAY 2021–PRESENT

- Crafts daily marketing and member engagement emails to go to over 15,000 members.
- Writes and schedules seminar marketing announcements and paid promotions on AILA.org.
- Manages and crafts content for the AILA.org homepage and for our e-commerce site.
- Crafts social media marketing for Facebook, Twitter, YouTube, Instagram, and LinkedIn.
- Writes video scripts, landing page copy, and other assets using across AILA's digital channels
- Creates print and digital member brochures as well as client flyers using InDesign.
- Writes abstracts for AILA's publications and educational programming to be used on our e-commerce site.
- Copyedits articles and daily postings to AILA.org.
- Moderated sessions during AILA's premier year conference.

HARRODS | **COPYWRITER** MAR 2019–DEC 2020

- Wrote product copy descriptions for a wide range of high-end products.
- Crafted copy for brand landing pages, summarizing the label's history and cultural impact.
- Mentored and edited the work of junior copywriters.
- Helped define house style rules for the rest of the team.
- Promoted within 6 weeks of hire.
- Employed HTML to format website copy.
- Individually created training docs for the team including a Punctuation Guide and a Problematic Narratives doc. The latter I went on to present to the entire Harrods studio.
- Led and created grammar workshops with accompanying documents for the team.

BRIGHT LITTLE LABS | **FREELANCE COPYWRITER** SEP 2018–MAY 2020

- Edited the brand's flagship book, several award applications, and many customer-facing emails.
- Wrote email-based creative tasks for users to complete.
- Wrote copy for a multitiered street marketing campaign including flyers and stickers.
- Crafted emails and infographics to send to customers and post to social media.
- Drafted letters to entice prospective investors.
- Edited several grant applications.

ZULILY | **EDITORIAL COPYWRITER** JAN 2015–JUL 2018

- Wrote original, creative copy for over 3,000 collections on the homepage. Consistently performed well above goal. Recognized by leadership and peers as one of the strongest writers on our team.
- Contributed creative to the marketing, social, and special collections teams.
- Created and led a workshop on the benefits of writing musical and poetic copy for the entire Ed. Copy team.
- Represented our team as the Kids Divisional Ambassador for Editorial Copy
- Called "the voice of Zulily" by my supervisor and was tapped to become lead before relocation.

### | **EDITORIAL STUDIO COORDINATOR**

- Responsible for the workflow of two teams. Built daily and longitudinal reports of progress, trends, and success metrics. Spearheaded efforts to minimize the impact of necessary surges in production. Increased ready work by an average of 10% and cut down the average incomplete weekend workload by 50%. Trained coordinators at our offices and others in Ohio.
- Organized a monthly newsletter from Product Studio to buying teams to foster better communication across teams. Authored training documents for five different positions to better job clarity and hasten onboarding processes.