

KATIE LUSCOMBE

CONTACT

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SKILLS & SPECIALTIES

- Content planning and management
- Creative copywriting & content writing
- Email, SMS, and Push marketing strategy and analysis
- Advanced testing and segmentation
- Brand positioning
- CRM
- SEO
- Digital asset & ad design
- E-commerce end-to-end product lifecycle
- Prop building
- Costume design
- Social media

TECH

- Adobe: Photoshop, InDesign, Illustrator
- ESP: Listrak, Klayvio, Mailchimp, Cordial, Blueshift, Salesforce
- G-Suite including Data Studio and Google Analytics
- Microsoft: 365, Excel, Outlook, Powerpoint
- Web Content Management: Shopify, Squarespace, Wordpress, Etsy

COLLABORATORS/STAKEHOLDERS

- Marketing & PR stakeholders
- Company founders
- Business development
- Data Analysis
- 3PL vendors
- External ESP teams
- Editorial & Creative
- UX/Web development
- Influencers

EDUCATION

MICHIGAN STATE UNIVERSITY

BA: Journalism; Minor: Spanish

Secondary Ed. Teaching Certification

PROFESSIONAL EXPERIENCE

ALCHEMY WORX – NEW YORK, NY

February 2022 - Present // Marketing Strategist - Emerging and Mid Sized Businesses

As an agency Strategist, I develop, execute, analyze, and refine Lifecycle and Retention Marketing efforts for e-commerce CPG brands. I utilize advanced segmentation and testing to accelerate growth, optimize efficiency of email, SMS, and push notification channels, and increase customer lifetime value. By working cross-functionally with Creative, Data Analysis, Audience Management teams, clients see 20%-70% increases in revenue within the first year. Clients include B2C and B2B brands in the fields of fashion/apparel, health/wellness, gifting, jewelry, and cosmetics, with list sizes ranging from 150k- 3 million (annual revenues from \$500k-\$14.5 million)

- Create monthly content calendars that creatively incorporate seasonal content messaging, testing goals, past learnings, and current cross-channel promotions
- Lead weekly client meetings, interpreting key insights from data reports
- Define and track KPIs
- Oversee automation roadmaps
- Communicate, maintain, and drive project timelines

YELLOW HOUSE ARCHITECTS – NEW YORK, NY

April 2021 - February 2022 // Studio Manager & Executive Assistant

- Managed day-to-day operations of high-end architecture firm & personal calendar of Principal
- Provided communications, and business development support
- Partnered with Head of Communication for press outreach, internal coms, and photoshoot production
- Established and drafted foundational systems and documents during firm's early expansion; Vetted and implemented expense management platforms, built/edited first employee handbook through PEO platform

OPEN JAR STUDIOS/BROADWAY RELIEF PROJECT – NEW YORK, NY

2020 // PPE Gown Stitcher & Product Handler

- Stitched surgical gowns and prepared materials for COVID relief project

WINTER WATER FACTORY – BROOKLYN, NY

2020 // Freelance E-Commerce Strategist, Web Manager, Copywriter

- Streamlined product launch process for B2C and B2B platforms for local sustainably manufactured clothing brand
- Researched and tested 3rd party plugin integrations
- Wrote copy for product pages, email campaigns, and social media ads; Produced product photo shoots

SWORDS-SMITH – BROOKLYN, NY

2020 // Freelance E-Commerce & Creative Content Manager

- Launched spring product lines for boutique featuring independent, sustainable designers
- Lead photoshoot casting and production for product pages, email, social media, and web content
- Wrote product, email, social media, and website/blog content

FREELANCE PROP ASSISTANT – NEW YORK, NY

2019 // Various

- Second Stage Theater - "Dying City"
- Westport County Playhouse - "In The Heights"

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APPAMAN INC – NEW YORK, NY

I lead this children's brand through its largest step function in growth in digital, creative, and operational strategy. By upgrading our e-commerce CMS, switching 3PL vendors, and investing in marketing, we grew from a wholesale-focused shop into a DTC beloved brand, with a focus on scaling brand position and messaging to new audiences. I worked cross-functionally to create workflows with operations, buying/planning, production, and design. Our DTC arm grew from 5% of annual revenue to 25% + within 3 years.

2020 – 2021 // Freelance Copywriter & Brand Strategist

- Launched first adaptive line with Runway of Dreams foundation and Zappos Adaptive
- Contributed copywriting and proofreading to national seasonal print catalogs (circ. 100,000)

2015 – 2019 // Senior E-Commerce Manager & Marketing Coordinator

- Wrote and proofread site content, promotional asset and ad copy, B2B and internal communications
- Managed 3x weekly email sends in Mailchimp
- Collaborated with performance marketing agency, PR team, and Head of Marketing to carry out paid, earned, and organic marketing initiatives
- Directed all website operations: Product rollouts, daily merchandising and content updates, development, integration with internal and 3rd party logistics systems and CRM
- Assisted photoshoot production: Location scouting, product merchandising & styling, casting and content creation
- Managed site redesign and migration to Shopify; Implemented new sales channels and marketing integrations
- Smoothly migrated to new 3PL vendor and location without disruption of service
- Introduced predictive buying, causing the record-breaking YoY sales jumps in key categories

2012 – 2015 // Customer Service Manager & Web Associate

- Launched Instagram page and built Facebook presence
- Launched Zendesk CRM system and developed customer-centric SOPs that aligned to brand values

TORLY KID – NEW YORK, NY

2010 – 2012 // Boutique Manager; Marketing & Event Coordinator

FREELANCE WEB ASSISTANT, EDITOR, AND WRITER

2008 – 2012 // Various Publications

Jezebel.com • Parenting.com • Namecandy.com • Uinterview.com • Real Detroit Weekly

VOLUNTEER WORK

NEW YORK AQUARIUM – BROOKLYN, NY

2019 – Present // Dive Team Member

MASQUERADE ON MACON – BEDFORD STUYVESANT, BROOKLYN, NY

2018 – Present // Cofounder and Costume/Prop Designer

- Co-founded a community-oriented Halloween theater project produced by the Friends of the Macon Library, a 501c(3) advocacy group that supports programming at the Brooklyn Public Library's Macon branch.
- Our mission is to create a safe, silly, and spooky original theater spectacular for hundreds of community members of all ages, free of charge, every Halloween night.
- In addition to designing all costumes and props, I am involved with fundraising, community and volunteer outreach, casting, and social media
- Created viral video yielding 8 million+ views on Instagram

HALLOWEEN 313 THEATRICAL – CLINTON HILL, BROOKLYN, NY

2013 – 2018 // Costume/Prop Designer, Website & Marketing Manager

- Legacy community-oriented Halloween theater project produced by the Society For Clinton Hill