

# VICTORIA THOMAS

## Copywriter

323-828-7217 | victoria@hyperfire.com  
Pasadena, CA 91104

---

[www.linkedin.com/in/victoriathomasinfo](http://www.linkedin.com/in/victoriathomasinfo) - LinkedIn Profile  
[www.VictoriaThomas.net](http://www.VictoriaThomas.net) Portfolio  
Additional health and beauty samples upon request

---

### PRIMARY SKILL SETS

- Marketing/Branding
- Research
- Campaign Strategy
- Creative Communications Strategy
- Copywriting for Social, FB ads, Print ads, Website content, Blog, Packaging copy, In-Store signage for Sephora and Ulta, Articles for Third-Party sites, Press Releases
- Aligning Strategies with Sales Goals
- Collaborating with Data Analysts to Track Activity using Zendesk Sell, Netsuite Oracle

### RELEVANT EXPERIENCE, Agency and In-House

- 9 YEARS of Social Media Writing (Vegamour, Kaiser Permanente)
- 20 YEARS of Communications Campaign Strategy (Dermalogica, Aveda, Murad)
- 25 YEARS of Beauty Industry and Health Care Copywriting Across All Media (Dermalogica, Stila, Urban Decay, Aveda, Murad, O.P.I. Nail, Revlon, Orly, COTY)

### MOST RECENT EXPERIENCE

#### **VEGAMOUR.com**

#### **Vegamour Vegan Hair Wellness**

*Senior Copywriter*

12/20-5/21

- Played a key role in the 3-month pre-rollout of introducing Vegamour into SEPHORA.  
Created all social and digital content for the brand's first entrée into bricks-and-mortar.
- Created all content for Vegamour's philanthropic and fair-trade campaigns in Africa and Asia
- Developed and wrote this start-up's first Brand Bible to establish tone-of-voice
- Wrote all email campaigns, SMS, packaging, Influencer box copy
- Wrote 1 – 2 blogs and articles per week, some bylined by CEO
- Developed and wrote executive bios and other content for press kit
- Initiated company's first employee newsletter, sourced and wrote all content, designed and published monthly
- Collaborated with marketing team to ideate campaign concepts for new product launches
- Collaborated with graphic designer on all brand collateral
- Wrote on-air scripts for health professionals endorsing the brand
- Ideated, chose all images and wrote flights of social posts

**ROBIN MCGRAW REVELATION**

1/2019 – 3/2020

*Full-time, In-house Copywriter & Copy Editor*

- Planned and wrote email campaigns, web copy, blogs, newsletters, podcast scripts, Facebook and Instagram posts and stories. Constant new inventory of landing pages, product pages, product descriptors for site. Wrote podcast scripts for Dr. Phil McGraw “Phil in the Blanks” podcast and Robin McGraw’s “I’ve Got a Secret” podcast.
- Worked closely with sales and marketing team to shape messaging to address specific trends in customer concerns revealed by company metrics and analytics.
- Copyedited and proofread all written matter to go live on website, on packaging, in social media, e-newsletters, presentations, scripts, email campaigns, ad campaigns
- Established and maintained complex product ingredient glossaries. Researched ingredients for marketing campaigns, added common names to Latin classifications for all botanical ingredients, proofread all Latin terms, proofread French packaging copy.

**KAISER PERMANENTE: BRAND MARKETING**

8/2017 – 8/2018

*Full-time, In-house Copywriter (contract)*

- Wrote enrollment, marketing and account retention copy for print and web materials in key areas of interest for current Kaiser Permanente members, both directly and through their employers.
- This work included member newsletters and email campaigns about diverse health topics (flu prevention, pregnancy, mental wellness, nutrition), as well as promotional materials developed to attract and enroll new members.
- Wrote Style Guide for writers and graphic designers

**DERMALOGICA/INTERNATIONAL DERMAL INSTITUTE**

1/2000 - 5/2016

**DERMALOGICA***Content Strategist and Copywriter**Full-time, In-House*

For sixteen years, I served as the primary content and copywriting manager for this elite skincare brand, acquired by Unilever in 2016. In addition to creating all branding content for the product, from web copy to packaging copy, I also created the majority of content used by Dermalogica’s educational arm, called The International Dermal Institute.

That work included:

- Writing all website copy
- Creating all content for philanthropic campaigns, including CEO’s mentoring programs
- Naming Dermalogica products
- Writing all social media copy
- Writing all packaging copy

- Writing all content for salon partners
- Writing (ghostwriting) trade articles for CEO and managers
- Creating strategy for increasing IDI enrollment
- Writing all enrollment outreach content for digital and print
- Developing email campaigns addressing students throughout their enrollment and completion journey
- Writing workbooks for curriculum
- Writing Student Handbook content, updating annually
- Developing and fulfilling media relations for the Institute, with trade press

## **BEAUTY INDUSTRY EDITORIAL EXPERTISE**

2010-2019

### **Editing and proofreading for publication**

**ESTETICA**, [www.esteticamagazine.com](http://www.esteticamagazine.com)

*US Editor, print and digital*

The world's largest, best-read beauty trade magazine, headquartered in Torino, Italy.

- For seven years, I wrote the majority of the English-language pages for the US edition, which is incidentally distributed world-wide.
- I researched, wrote and sourced materials for several feature articles every issue, as well as editing and often rewriting translated articles submitted from other markets.

### **CEW / Cosmetic Executive Women**

*West Coast Editor*

- For three years, I drew upon my decades of expertise in the beauty industry to create content for this prestigious and influential professional site.
- Covered all West Coast beauty events, interviewed scene-makers and trendsetters.

## **ADVERTISING AND PUBLIC RELATIONS AGENCY EXPERIENCE**

- Senior Accounts Manager for Harris Shepard Public Relations, Los Angeles, overseeing all accounts including all media for cosmetic surgeon William Binder, M.D., founding partner of Allergan. (8 years).
- Copywriter for Speer, Young + Hollander Advertising, Los Angeles. Wrote copy for all accounts including Lady Foot Locker, Vans, Quiksilver, Islands restaurant (3 years).
- Copywriter for Len Scholl Advertising, Los Angeles. Wrote copy for diverse accounts including UNOCAL and Los Angeles Theatre Center (2 years).
- Copywriting for freelance lifestyle, fashion and beauty clients included: Murad, Wet n' Wild, Cover Girl, Target/Mossimo, Victoria's Secret, Maybelline, GAP, Banana Republic, Baby GAP, Pyramid Collection, LuluLemon, Lucky Brand, 1928 Jewelry Company, Sundance apparel & jewelry, Kirk's Folly, Chico's, OPI, Orly, Creative Nail Design, Axe, Dove, Noxema, Q-Tips, St. Ives, Suave, Pond's, TIGI, Toni & Guy, VO5, Vaseline, Johnson's Baby Lotion, Johnson's Baby Oil, Johnson's Baby Shampoo, Aveeno, Neutrogena

## **CURRENT FREELANCE WORK IN BEAUTY, HEALTH AND FASHION**

### **BEAUTICIANLIST.com**

7/16-Present

*Freelance Copywriter*

- Content-marketing for this innovative site for beauty professionals
- Create original content covering skincare, haircare, nailcare, makeup
- Develop article ideas, conduct all interviews and craft all columns

### **AMERICANARTDECOR.com**

4/21 - Present

Multi-brand umbrella supplier of fine canvas art and furnishings for commercial and home spaces.

*Freelance blogger and copywriter*

- Currently collaborating with Brand Managers to upgrade all web content

### **HERITAGE GEMS & JEWELS**

2/21-Present

**Heritagegemsandjewels.com**

*Freelance Copywriter*

- Write all social and digital copy for the brand, including social posts, all landing pages, product pages, precious gemstone descriptors and blogs
- Writing YouTube scripts and social content
- Developing concept and copy for ads
- Concepting and writing newsletter copy

### **BYNOEMIE.com, RAPTIC.com**

7/21-Present

Deluxe leather accessories brands for iPhone and personal electronics

*Freelance copywriter*

- Writing all social and digital content for Noemie (women's) and RAPTIC (men's)
- Web copy includes product descriptors, About Us and general content, and blogs

## **EDUCATION**

- Bachelor of Arts, English major, University of Denver, Denver, Colorado

## **VOLUNTEER WORK**

- Pro bono Copywriter and Consultant, [www.GraciesGivingHands.org](http://www.GraciesGivingHands.org), 501 (C) (3)non-profit which serves LA's unhoused thousands
- Desert Garden volunteer, The Huntington Library and Gardens, [www.huntington.org](http://www.huntington.org)