

Gwen Tan

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About Me

Creative and versatile copywriter with brand/agency and editorial experience. Skilled in short and long-form copy. I tell compelling stories for a variety of industries including tech, finance, e-commerce, business and fashion/design brands.

Education

New York University

*B.A in Social Sciences,
Media Studies*

Skills

Conceptualizing
E-Commerce
B2B
B2C
Editorial
Print
Digital
Scriptwriting
SEO

Software

Asana
Figma
G-Suite
Keynote
Microsoft Office

Advertising Experience

Braze | Senior Copywriter | Sept 2020-Present | NYC

- Write creative messaging for brand campaigns, chat bot, product launches, website, emails, newsletters, video scripts, print and events /webinars
- Turn complex tech software and concepts into clear and human language
- A/B test messaging to convert and retain subscribers
- Collaborate with product managers and marketing teams to create buyer-focused messaging for different personas/B2B audience
- Work with creative studio from ideation to production

The Wall Street Journal/The & Partnership | Copywriter | Jan 2015-Sept 2020 | NYC

- Wrote campaign messaging, subscriber communications and B2B across channels (emails, websites, social, print and digital)
- Lead copywriter for WSJ+, a benefits program that went out to more than 1 million subscribers in the U.S., EMEA and Asia
- Lead copywriter for *thejournalcollection.com*—an e-commerce launch which brought in over \$195,000 of revenue in 2017
- Translated complicated content into engaging, bite-sized stories
- Collaborated with WSJ's marketing team and art directors on creative solutions, plus edited and ensured all copy was on brand

MRY | Freelance Senior Copywriter | Oct-Nov 2014 | NYC

Interface Foundry | Freelance Digital Copywriter | Oct 2014 | NYC

McGarryBowen | Freelance Senior Copywriter | Jul-Aug 2013 | NYC

Wunderman | Freelance Digital Copywriter | Jun-Jul 2013 | NYC

TBWA/Chiat/Day | Freelance Copywriter | Jun 2013 | NYC

Leo Burnett | Freelance Copywriter | Feb-Jun 2012 | Singapore

DDB Worldwide | Freelance Copywriter | Nov-Dec 2011 | Singapore

OgilvyOne | Freelance Digital Copywriter | Oct 2011 | Singapore

McCann Erikson Worldwide | Freelance Copywriter | Jul-Oct 2011 | Singapore

BBH Asia-Pacific | Freelance Copywriter | Feb-June 2011 | Singapore

Tribal DDB Singapore | Full-time Digital Copywriter | Jan 2010-Feb 2011

Editorial Experience

Surface Magazine | Part-Time Editorial Assistant | Jan-May 2014 | NYC

- Researched and wrote features, transcribed interviews and did fact checks
- Liaised with PR agencies for features and ran the Surface Magazine booth at the Frieze Art Fair
- Planned the social media content calendar

TAXI, designtaxi.com | Web Editor | Jan-Sept 2009 | Singapore

- Curated the site's content—commissioned stories to international contributors, interviewed design personalities for features and planned the editorial calendar
- Managed a team of 4 editorial assistants and designers that posted daily industry news and contributed ideas and features
- Recognized in *Forbes* as one of "Top Five Sites for Keeping up With Creativity and Design"
- Promoted from Assistant Editor from Sept 2006-Nov 2007

L'Officiel Magazine | Writer & Stylist | Jul 2008-Jan 2009 | Singapore

- Ideation for fashion and product stories for each monthly issue
- Booked photographers, casted models and liaised with PR agencies and luxury brands to feature clothing and products
- Styled and art directed photo shoots