

# Molly Simkiss

## SENIOR COPYWRITER

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Senior copywriter with 10+ years of experience writing high-performing, revenue-driving copy for major retail, beauty, and e-commerce brands. After holding leadership roles, I'm intentionally focused on hands-on writing as that is where I deliver the most value. I bring fast, strategic, conversion-focused copy across email, web, and product storytelling.

## WORK EXPERIENCE

### FRACTIONAL COPYWRITER

Madison Reed | San Francisco, CA | 2023-Present

- Deliver targeted copywriting and editing solutions for prestigious hair color company, including email, website copy, blogs, and flyers, as well as paid and organic social.
- Average open rate for emails over 50%, approximately 3x the national average.
- Email marketing copy helped achieve over \$2.3 million in sales for 2024.

### FRACTIONAL COPYWRITER

JASM Consulting | Ocean City, NJ | 2023-Present

- Write and edit website copy, blogs, and flyers for B2B and B2C clients, primarily in the financial services, insurance, lifestyle, and retail industries.

### FRACTIONAL COPYWRITER

QVC | West Chester, PA | 2021-2023

- Wrote and edited thousands of product descriptions for QVC.com in the electronics, home, beauty, jewelry, fashion, fitness, and kitchen categories.

### EDITOR

QVC | West Chester, PA | 2016-2020

- Edited the daily homepage copy for QVC's item of the day, the Today's Special Value®; engaged nine million monthly visitors and contributed to over \$1.5 billion in annual sales through targeted messaging strategies.
- Wrote and edited product descriptions that achieved an industry-leading conversion rate exceeding 18%, the average conversion rate for ecommerce websites is approximately 3%.
- Reviewed and polished copy on over 10,000 items per year, maintaining accuracy, clarity, and brand voice across all categories.

### SENIOR COPYWRITER

QVC | West Chester, PA | 2014-2016

- Responsible for writing and editing engaging and accurate item descriptions for over 700 high-profile items on QVC.com per year, enhancing brand consistency while achieving key sales objectives through optimized content strategies.
- Presented taglines to creative directors for the daily promotion of QVC's Today's Special Value® item.

### COPYWRITER

QVC | West Chester, PA | 2010-2014

- Produced high-impact copy for products, QVC.com homepage, email campaigns, e-newsletters, internal events, banners, promotional materials, and UX, leading to recognition from senior management for outstanding quality.
- Collaborated with teams including Design, Development, Quality Assurance, Legal, Sales, Customer Service, and Buyers to ensure informational accuracy and alignment on both individual brands and QVC's overarching voice.
- Crafted compelling product descriptions and bullet points for thousands of QVC.com listings; optimized content to align with SEO best practices, resulting in a marked increase in organic traffic to product pages.
- Adhered to strict guidelines regarding brand voice, writing formats, and item specifications.

## AWARDS

### WINNER, LOGO DESIGN

QVC | West Chester, PA | Issued by John Wall, VP of Content & Creative

Won a design contest that had team members come up with a logo for a newly named Content & Creative department.

2018

**PACESETTER AWARD**

2017

QVC | West Chester, PA | Issued by Mary Campbell, EVP of Commerce Platforms

Developed a tool that reduced execution time by 75% for QVC's largest daily promotion, giving writers more time to focus on craft and improving the overall quality and consistency of customer-facing copy.

**LUMINARY AWARD**

2014

QVC | West Chester, PA | Issued by Doug Rose, EVP Brand Marketing

Streamlined the copy-approval workflow, reducing approval time by 50% and removing 90,000+ emails per year. Enabled writers to spend more time producing high-quality copy rather than navigating operational bottlenecks.

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**S K I L L S**

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**Content Creation:** Email copywriting, CRM copy, DTC copy, brand voice and tone, editing, A/B testing, conversion copywriting

**Technical:** Figma, Monday.com, SharePoint, Photoshop (Basic), Premier Pro (Basic), Slack

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**E D U C A T I O N**

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**B.A. THEATRE ARTS** | West Chester University | West Chester, PA

Graduated Cum Laude

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**P R O F E S S I O N A L D E V E L O P M E N T**

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**FINAL CUT PRO**

University of the Arts | Philadelphia, PA