

Molly Simkiss

Senior Copywriter | Content Strategist | Ecommerce & Omni-Channel Marketing

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PROFESSIONAL SUMMARY

Senior Copywriter with 10+ years of experience conceptualizing and writing benefit- and feature-driven content for ecommerce platforms, marketing campaigns, landing pages, brand shops, seasonal initiatives, and omni-channel programs. Proven track record translating business objectives into actionable marketing messaging in collaboration with Design, UX, Product, Merchandising, and Marketing teams. Data-driven content strategist who aligns brand voice, customer insights, and performance metrics to drive measurable revenue growth.

CORE COMPETENCIES

- Content Strategy & Development
- Omni-Channel Marketing
- Seasonal & Campaign Marketing
- Landing Pages & Brand Shops
- Benefit- & Feature-Oriented Messaging
- Ecommerce Optimization
- Cross-Functional Collaboration (UX, Design, Product)
- Vendor & Agency Collaboration
- Brand Voice & Style Guide Governance
- Workflow Optimization & Process Improvement
- Performance Analytics & Conversion Optimization
- Associate Coaching & Mentorship
- Customer-First & Data-Driven Decision Making

KEY PERFORMANCE HIGHLIGHTS

- **\$2.3M+ in email-driven revenue (2024)** through strategic lifecycle and campaign content.
- **69% email open rates (2025)**, outperforming industry benchmarks by 62%.
- **18% PDP conversion rate** without external promotional support (6x industry average).
- **71% homepage click-through rate** on high-visibility promotional placements at QVC.
- Reduced campaign execution timelines by up to 75% through workflow innovation.

PROFESSIONAL EXPERIENCE

Boldface Marketing Solutions (Remote)

Fractional Senior Copywriter & Content Strategist | July 2020 – Present

- Conceptualize and write omni-channel marketing content including landing pages, ecommerce product pages, seasonal campaigns, brand shops, and lifecycle programs.
- Translate business objectives into customer-focused messaging in collaboration with Marketing, UX, Design, CRM, and Merchandising stakeholders.
- Develop benefit- and feature-oriented messaging aligned to brand standards and content guidelines.
- Maintain and evolve tone of voice across digital experiences while ensuring on-brand consistency.
- Partner with cross-functional teams to deploy efficient workflows and meet aggressive campaign calendars.
- Leverage analytics and customer insights to optimize messaging and improve conversion performance.

QVC | West Chester, PA

Content Editor | March 2016 – July 2020

- Oversaw homepage promotional content module contributing to \$1.5B+ in annual revenue.
- Maintained brand voice and content guidelines across 10,000+ items annually on QVC.com.
- Collaborated cross-functionally with UX, Design, Development, Legal, Sales, and Merchandising to ensure accuracy, consistency, and alignment with business goals.
- Provided mentorship and performance feedback to writers, fostering talent development.

Senior Copywriter | July 2014 – March 2016

- 23% average conversion rate on 700+ high-profile item descriptions per year, outperforming the national ecommerce average by 4x.
- Enhanced brand voice consistency while driving key sales objectives through optimized content strategies.
- Presented campaign taglines to creative directors for the daily promotion of QVC's biggest sales driver, the Today's Special Value®.
- Supported and coached junior writers through reviews, revisions, and best-practice sharing.

Copywriter | September 2010 – July 2014

- Developed SEO-optimized ecommerce content aligned to omni-channel retail strategy.
- Created style guide resources improving onboarding efficiency by 40%.
- Drove continuous improvement initiatives that reduced execution time by 75% on high-profile items.
- Partnered with cross-functional stakeholders to align messaging with brand and compliance standards.

AWARDS

Pacesetter Award

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

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

- Streamlined the copy-approval workflow for Today's Special Value® product detail copy, reducing execution time by 50% and removing 90,000+ emails per year from QVC's servers. Enabled writers to spend more time producing high-quality copy rather than navigating operational bottlenecks.

EDUCATION

B.A. Theatre Arts | West Chester University | West Chester, PA

Graduated Cum Laude

ADDITIONAL SKILLS

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), Canva (Basic), Premier Pro (Basic), Slack