

PROFILE

A thoughtful and creative writer, specialising in compelling fashion copywriting and insightful business journalism. Skilled at tailoring tone and style across print and digital media, with a sharp sense of narrative. Experienced in sustaining productive collaborations with clients and remote teams. Brings originality, organisation, and results-driven professionalism to every role. A US citizen with German residency and work authorisation.

EXPERIENCE

Journalist, *Startup Guide* — remote — 2019 - 2024

- Wrote 7–10 articles per location-specific book, covering startup ecosystems and entrepreneurial success stories.
- Conducted in-depth interviews with founders, investors, and industry experts, producing well-researched and engaging content for a global professional audience.
- Maintained editorial integrity by integrating editor feedback, following strict style guides, and consistently meeting tight deadlines.

Copywriter, *Purewhite* — Amsterdam and remote — 2021 - 2024

- Maintained a consistent and authentic brand voice across press releases, email campaigns, social media, and more than 80 unique product descriptions per seasonal collection.
- Partnered with marketing and product teams to ensure the SEO-optimised copy blended strategy and storytelling to deliver effective content that resonated with the target audience and further established the brand's online presence.

Journalist, *AIM Group Business Intelligence* — remote — 2021

- Researched and reported on global trends and developments within the classified marketplace sector.
- Produced 3–5 articles per week, including financial analysis and industry commentary.

Copywriter, *INTERNATIONAL Fashion Weeks* — Amsterdam — 2019 - 2021

- Developed and crafted PR and branding content for IFW's runway shows and participating designers.
- Planned and executed editorial photo shoots to showcase collections and enhance designer visibility.

Account Manager, *International Study Programs* — Prague — 2013 - 2016

- Managed a portfolio of over 40 clients from US-based MBA programs, consistently exceeding sales targets through fostering long-term relationships and delivering customised solutions.
 - Led cross-functional internal collaboration to address client needs, negotiating contracts and service agreements to maximise client satisfaction and drive revenue growth.
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EDUCATION

Master's of Art — Fashion Journalism

Manchester Metropolitan University, 2016 - 2018

Bachelor's of Science — Political Science

University of Idaho, 2004 - 2007

Teaching English as a Foreign Language certification

Caledonian School, Prague, 2009

SKILLS

- writing SEO-optimised content with natural keyword integration
- translating complex topics into clear language
- effective remote collaboration across teams, balancing stakeholder goals
- detail-oriented with excellent time management
- Wordpress CMS, Google and Microsoft Suites
- native English speaker; Czech (B1); German (currently A1 and studying)