

# Desiree Marr

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## Professional Summary

Senior Brand Copywriter & Brand Voice Lead with 15+ years of experience shaping voices for beauty, wellness, fashion, lifestyle, biotech and consumer brands across web, email, social, paid media, packaging and retail. Blends strategic thinking with clever, high-impact storytelling to create on-brand, conversion-driven content that hits different—and moves product.

## Personal Summary

Former fashion editor turned culture-literate copywriter who hits deadlines, stays calm under pressure, is fluent in “make this sound better” and excels at blink-and-you’ll-miss-it humor.

## Experience

### Freelance Senior Copywriter

2016 – Present | Encinitas, CA

Independent brand voice and editorial partner to global icons and emerging disruptors.

- Lead brand voice, messaging systems and 360° copy for launches and rebrands across web, packaging, email, social, paid and retail
- Build brand platforms, editorial guidelines and campaign narratives that clarify positioning and drive growth
- Partner with founders, marketing leaders and creative teams to turn strategy into emotionally resonant, commercially effective storytelling

### Bartlett Brands - Fractional Copy Director

2019 – Present | San Francisco, CA (Remote)

Female-founded brand innovation studio and 2025 BeautyMatter Best Creative Agency winner.

- Lead brand voice, positioning and narrative for beauty, wellness, femtech & CPG clients
- Own copy across product launches, brand systems and campaign platforms
- Collaborate closely with design and strategy to bring brands to life across every touchpoint

### YES DAY Beauty - Fractional Copy Director

2024 – Present | Los Angeles, CA (Remote)

Glow-getting teen skincare brand founded by a 13-year-old entrepreneur and celebrity chemist.

- Lead voice, naming and narrative development for a teen skincare brand launch
- Own packaging, digital and campaign copy across the full DTC + retail ecosystem

## **Tea Collection - Freelance Senior Copy Lead**

2019 – 2021 | San Francisco, CA

Global-inspired children's apparel brand known for elevated seasonal storytelling.

- Owned brand storytelling across catalogs, lookbooks, ecommerce and campaigns
- Managed and guided writers to ensure tone consistency and efficiency across workflows

## **Sephora**

2011 – 2017 | San Francisco, CA

Prestige beauty retailer known for its culture-defining campaigns and elevated storytelling.

### **Senior Editorial Content Director / Associate Creative Director (2014-2017)**

Directed editorial strategy and brand storytelling across 360° campaigns spanning digital, social, email and print

### **Senior Beauty Marketing Writer (2011-2014)**

Served as Sephora's sole digital writer, shaping email and web content that elevated brand voice and drove engagement

## **Freelance Fashion Editor & News Contributor**

2006–2011 | New York, NY

Storytelling for top national titles and major consumer brands, including Condé Nast's trailblazing, shopping-driven *Lucky Magazine* and Bauer's *Life & Style Weekly*.

## **Selected Clients**

**Beauty & Fashion:** Sephora, Urban Decay, Estée Lauder, Josie Maran, Shani Darden, Phlur, Credo, Biossance, True Botanicals, Brandefy, Exponent, Rodan + Fields, EXA, Paula's Choice, Piperlime, Crabtree & Evelyn, The Lip Bar, Pravana, Alleyoop, Tea Collection, Wella, Haleys, Orcé Cosmetics, Moonbow, Sephora Collection, Henkel, FRÉ Suncare, Timebeam, YES DAY

**Celebrity:** Rare Beauty by Selena Gomez, Kat Von D, Rhode by Hailey Bieber, GXVE Beauty by Gwen Stefani, R.E.M. Beauty by Ariana Grande, EleVen by Venus Williams, Cécred by Beyoncé

**Health, Wellness & Femtech:** Smartypants, Shaklee, Cliganic Wellness, Ladykind CBD, AYR Wellness, First Day Vitamins, Daré Bioscience, Playground Sexual Wellness (Christina Aguilera)

**CPG, Food & Bev, Hospitality, Tech et al.:** BrüMate, Sambazon, Nowadays THC Beverage, Colgate, Tide, Chateau Aloe Liqueur, Catalyst Energy Drinks, Arlo Culinary Argan Oil, Brezza Restaurant, Ettitude Bedding, The Home Edit, StyleSeat, Debut Biotech, Macro Oceans, Uber

## **Education**

Parsons School of Design, New York City | A.A.S., Fashion Marketing  
University of California, Santa Barbara | B.A., English