

Desiree Marr

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Professional Summary

Award-winning Freelance Copy Director & Senior Copywriter with 15+ years of experience crafting high-impact content across beauty, wellness, lifestyle & CPG. Specializes in developing taglines, campaigns and brand names that build emotional connection and drive measurable engagement. Proven track record shaping brand voices for global icons and emerging disruptors—delivering content that connects, converts and *sticks* with consumers.

Personal Summary

Beauty is my bread & (body) butter, but I do other things, too. Plus, I'm chill, don't cry when I get feedback and I'm a proud sellout who'll help your product sell out—whether it's a \$30 lipstick, 800-count sheets or vegan cheese sticks.

Experience

Freelance - Editorial & Copy Director / Senior Copywriter

2016 – Present | Encinitas, CA

Independent copy and brand strategist partnering with global icons and emerging disruptors in beauty, wellness & CPG to build compelling voices and launch category-defining campaigns.

- Develop brand platforms and campaign narratives that balance creativity with strategy
- Produce web, packaging and social content that drives engagement and sales
- Collaborate with creative, strategy and marketing teams to ensure cohesive storytelling

Bartlett Brands - Fractional Copy Director

2019 – Present | San Francisco, CA

Female-led brand innovation agency. Smart strategies. Stylish storytelling. Sustainable packaging.

- Lead brand voice development and positioning for beauty, wellness and CPG clients
- Oversee copy for launches across supplements, biotech and clean beauty categories
- Collaborate closely with design and strategy teams to bring brands to life across touchpoints

Agency Awards: BeautyMatter Best Creative Agency (2025), BeautyMatter Best Wellness Brand: Playground (2023), BeautyMatter Best Design & Branding Agency (2022)

Sephora

Global prestige beauty retailer known for its trendsetting voice, editorial-first approach and industry-defining campaigns.

Senior Editorial Content Director / Associate Creative Director, Copy

2014 – 2017 | San Francisco, CA

- Directed editorial strategy, elevating storytelling and maintaining brand consistency across 360° campaigns: digital, social & print

Senior Beauty Marketing Writer

2011 – 2014 | San Francisco, CA

- Served as the sole digital writer, shaping email and web content that elevated brand voice and improved open rates and engagement

Condé Nast – Fashion News Writer & Stylist

2005 – 2008 | New York, NY

- Contributed fashion and lifestyle content for *Lucky*, *Life & Style Weekly*, *Star*, *Teen Vogue*, *Condé Nast Traveler*, *Health*

Selected Clients

Beauty, Fashion & Home: Sephora, Urban Decay, Estée Lauder, Josie Maran, Shani Darden, Phlur, Credo, Biossance, True Botanicals, Brandefy, Exponent, Rodan + Fields, EXA, The Home Edit, Crabtree & Evelyn, The Lip Bar, Wella, Henkel, Ettitude Bamboo Bedding, Paula's Choice, Tea Collection, Alleyoop, Moonbow, Sephora Collection, FRÉ Skincare, Timebeam, YES DAY

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

Health & Wellness: Smartypants Vitamins, Shaklee, Plexus Supplements, Cliganic Wellness, First Day Vitamins, AYR Cannabis, Playground Sexual Wellness (Christina Aguilera)

CPG, Tech & Other Stuff: Colgate, BrüMate, Nowadays THC Beverage, Chipotle, Sambazon, Catalyst Energy Drinks, Tide, Debut Biotech, Uber, NyQuil, Daré Bioscience, Macro Oceans

Education

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

Skills

Industry Expertise: Beauty, Wellness, Femcare, Selfcare, Fashion, Celebrity Brands, Lifestyle, Biotech, CPG, Cannabis: Voice & Tone Development • Taglines & Naming • Brand Narrative & Storytelling • Digital & Social Content • Omnichannel Marketing Copy • Product Description Pages (PDP) • Packaging Copy & Naming Systems • Campaign Launches • Content Strategy • Editorial Direction & Guidelines • Compliance & Regulatory Copy