KARIE L. FROST

917.510.3404 — karielynnfrost.carbonmade.com

PROFILE

Creative copywriter in the beauty realm with a strong 20-year background as a magazine editor. Tapped by both startups and global brands to rebrand, refocus and launch new product lines. Adept at connecting both consumers and professionals to brand ideals through highly targeted, clear and compelling copy. Proficient in Microsoft Office, Google Suite, Adobe Photoshop, ClickUp, Klaviyo, and Milanote.

FREELANCE COPYWRITER

September 2018 — Present

- **In Common Beauty:** Create messaging across all marketing including email, SMS, Amazon storefront, product glorifiers, product labels, instructional brochures, and more. Highlights: Overhauled brand voice that debuted in website re-launch and updated Quiz UX.
- **Henry Rose:** Craft the clean fragrance brand's email marketing, providing prose that nurtures retention and helps drive greater conversion rates. Highlights: Provided copy for launches Jake's House B.V.I. and Dave; steadily increasing email Open Rates from 50% to 65%.
- **R+Co and R+Co BLEU:** Write internal and external marketing, including e-blasts, PDP copy, consumer- and pro-facing campaigns, POS, press releases, and blog content. Highlights: Produced *Electric House* and *R+Co edu.* magazines; provided copy for launch of luxury hair brand **R+Co BLEU** (product names, propriety complex names, brand deck, landing page copy, and more).
- **Hair.com (L'Oréal):** Translated marketing materials into more consumer-friendly outreach for PDP.
- **Becker Chicaiza Salon + Be Chic Hair Care:** Write e-blasts, internal marketing, website copy, and Instagram Stories and Feed captions. Highlights: Helped grow IG numbers by 270K+ in 2 years.
- **Oribe Hair Care:** Proofread and wrote *Portfolio* magazine; provided branded content for oribe.com.
- **Elaluz:** Wrote secondary packaging copy for launch of influencer Camila Coehlo's beauty brand; guided voice and wrote for launch of brand blog The Edit.
- **Ardell Beauty + Ardell Lashes:** Wrote copy for website landing pages and carousels, e-blasts, influencer outreach, product launches, and POP signage.
- **Vanity Projects Institute:** Helped launch hybrid online nail art school through website copy, press releases, native ad copy for magazine Facebook and Instagram placements, brand deck, voiceover scripts, educational materials, and more.

FREELANCE BRANDED CONTENT CREATOR

September 2011 — 2018

- **Walmart.com "Tips & Ideas" vertical:** Provided beauty, fashion, health and lifestyle content targeting Walmart shoppers; incorporated SEO in organic fashion.
- **PopSugar + Macerich Malls themodern-muse.com:** Wrote fashion and beauty stories with emphasis on Macerich retailers for branded content microsite themodern-muse.com.
- **MarthaStewartWeddings.com:** Created CoverGirl branded content with an editorial approach.
- **Redken:** Provided trend content for *5th Avenue Style* internal magazine and the launch of the Curvaceous product line.

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FREELANCE WRITER / CONTRIBUTOR

September 2003 – October 2020

- Allure.com, TheFineLineMag.com, Makeup.com, ThePrettyPimple.com, SheFinds.com, WeightWatchers.com, YourTango.com, and SecondCityStyle.com.
- Elle.com, Cosmpolitan.com, CNN.com, and Glo.com (pen name: Taegen Tanner).

MAGAZINE EDITOR

Editor-in-Chief / Project Manager | *Eye Lash Magazine* New York, NY
October 2016 – March 2018

- Project management included planning the editorial content and visual direction of the magazine. Highlights: Developed a "flip" magazine section devoted entirely to educating makeup artists on trends and business acumen.

Editor-in-Chief / Project Manager | *MAN Magazine* New York, NY
October 2016 – March 2018

- Project management included overhauling the editorial flow and feel as well as visual esthetic of the men's grooming supplement to better align it with its audience (barbers and men's groomers).

Beauty Director | *Nail It!* New York, NY
November 2012 – September 2016

- Highlights: Integral in launch of first-ever nail-centric consumer beauty magazine, which included developing columns, instating a relatable voice, integrating market research, and crafting a distinctive visual and tonal identity.
- Storyboarded, produced and art-directed beauty editorial and still life product shoots for more than 50% of the book.
- Top-edited book; wrote 10-page news section plus nine regular columns and one feature per issue.
- Built IG community of 260,000+ followers while promoting brand message; worked with the web team to cross-promote print and digital platforms.
- Gave on-camera interviews (NBC News 4 New York); tapped for brand consultation.
- Struck strategic partnerships with TopCoat.me and YouCam apps to increase magazine's visibility.

Executive Editor | *Beauty Etc.* New York, NY
January 2009 – December 2011

- Highlights: Created the concept, voice and content direction of the makeup industry's first interactive digital magazine.
- Consulted on Flash to ensure intuitive interactivity; allowed for fluid changes as needs evolved.
- Conceived, produced and art-directed covers and most beauty and still life photo shoots.
- Oversaw production of "Beauty Watch" videos, outlining content, booking talent and approving edits.

Beauty & Fashion Editor | *Beauty Launchpad* New York, NY
October 2006 – September 2012

- Worked with the Executive Editor to create and enact client proposals and marketing campaigns via social media platforms, e-blasts, newsletters and strategic web content.
- Highlights: Spearheaded *Beauty Launchpad* redesign to reflect a cleaner, more sophisticated aesthetic.
- Honed the direction of the magazines' beauty and fashion coverage by introducing trend forecasting.

Managing Editor (Associate Editor, Assistant Editor) | *Nailpro* Los Angeles, CA
October 2000 – October 2006

- Highlights: Instated many firsts for the publishing company, including: two fashion columns; seasonal 12-page beauty editorials; a consumer beauty database; and a long-term runway photography contract.
- Overhauled workflow to meet production deadlines at a level of 100% (up from the previous 50%).

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EDUCATION

Bachelor of Science in Journalism, Concentration in Magazine Journalism | Boston University College of Communication, Boston, MA

BU University Scholarship, 1996–2000

- ***Cosmopolitan UK*:** Work-studied abroad on the Health & Beauty desk under Jan Masters.
- ***Design Times Magazine*** *(interior design focused):* Interned on the editorial desk.
- ***Bostonia Magazine*:** Work-studied in the editorial department under Natalie Jacobson McCracken for all four years.

SKILLS

- AP Style.
- ClickUp.
- Klaviyo.
- Milanote.
- Adobe Photoshop (mid-level retouching).
- Google Suite.
- Art-directing and producing shoots on tight budgets.
- Casting (beauty and hand models).
- CMS, Wordpress, SquareSpace, Wix, and GoDaddy (web-building knowledge).
- SEO and HTML (light knowledge).
- On-camera reporting and appearances as trend expert.