charlotte rudge

23 Waverly Place, #3W • New York, NY 10003

917-971-0721 • charlotterudge@gmail.com

[www.charlotterudge.weebly.com](http://www.charlotterudge.weebly.com)

EXPERIENCE

**Copywriter Kjaer Weis, September 2019 – Current**
• Be the voice of the Kjaer Weis brand in all aspects, driving strategy and growth through copy and storytelling via emails, website, social media, Magasinet (the Kjaer Weis blog) and more. Strategize campaign concepts, product and franchise naming, marketing materials, promotional materials and more

**Creative Copy Lead Colgate-Palmolive GD&P, March 2017 - Current**

• Creative copy lead on multiple Global Design and Packaging initiatives, including top-level projects like Brand

Purpose Models and Brand Identity Books. Lead and wrote all copy for newly-launched Colgate Connect. Lead brand

re-naming for several brands. Various other projects include speech-writing, internal communications, department

identity projects and creative storytelling.

 **Editorial Director AHAlife, 10/14 – 5/16**

• Develop and maintain the AHAlife voice.

• Conceptualize, research and write compelling concepts and copy for online initiatives ranging from daily emails

and banner ads to landing pages and blog posts.

• Generate copy ideas to continually refresh the effectiveness of campaigns.

• Research designers and artisans distilling their essence into digestible and compelling copy for emails, PDPs, blog

posts and more.

 **Beauty and Style Writer Yahoo Shine, 9/13 – 4/14**

• Developed a consistent, creative voice for the Beauty section of the #1 most read women’s site, Yahoo Shine.

• Pitched 3+ buzzy, newsy, beauty or fashion related stories daily; then wrote, edited and built the post/slideshow

to go live same day.

• Handled all aspects of work including ideas, execution, long-term, evergreen features, photo research, market

appointments, and more.

 **Contributing Beauty Editor InStyle Magazine**

• Conceived of, pitched, wrote and edited beauty and style stories for InStyle Special Edition issues while working

on-site at the InStyle office, attending daily meetings with staff and department.

 **Fashion Writer Lucky Magazine, 8/05 – 1/10**

• Wrote the in-depth well stories for Lucky Magazine, Including Trend Guides, Gift Guides and monthly Fashion Guides

• Worked on-set during shoots with creative director to properly understand each story before writing under deadline.

 **Writer, Gotham Books The Lucky Guide to Mastering Any Style, 2008**

• Collaborated with editor in chief and creative director of Lucky Magazine, respectively, to write book,

in everything from inspirational introductions, Lucky Girl interviews captions and more.

 **Beauty and Style Editor VITALS Men and VITALS WOMEN Magazine, 10/04 - 9/05**

• Oversaw and ran beauty department for both the men’s and women’s magazine under editor in chief Joe Zee.

• Conceived of wrote and executed all beauty content as well as some fashion content.

• Handled market appointments, photo research and more.

 **Assistant, Associate & Senior Beauty Editor Lucky Magazine, 9/00 - 10/03**

• Assistant to Jean Godfrey June, beauty director of Lucky Magazine

• Pitched and wrote beauty features and FOB beauty stories.

• Handled market, worked with art department on layouts.

FREELANCE CLIENTS
**Beauty**

T: The New York Times Style Magazine
The New York Times

The Wall Street Journal: Off Duty

• Domino Magazine

• Elle

• Allure

• Teen Vogue

• Bobbi Brown Cosmetics

 Fashion

• LOFT

• Tory Burch

• Lyst.com

Adobe Photoshop and Illustrator

Wordpress, Tumblr, Joomla, Squarespace

Mailstyler, Sailthru

Fashion

• LOFT

• Tory Burch

• Lyst.com