

Roxanne Groebel

SENIOR COPYWRITER

PROFILE

A lover of poetry, fashion, and digital storytelling, I've been writing professionally for the past 12 years.

Passionate about authenticity and connection, my writing has a tactile quality that makes the intangible, tangible.

Dedicated to creating engaging content for a range of mediums including email, social channels, blogs, and product pages, I enjoy finding the beauty in accessible, everyday language.

SKILLS

Product descriptions
SEO copy
Email marketing copy
Blogs
Proofreading
Social content
Brand & identity
Internal business culture writing
Styling & photography assistant
Training & mentorship
Ad copy
Scripts
Packaging/label copy
Print & signage

REFERENCES

Ash Ryan
Creative Services Manager, Forever New
0422 684 957

Melissa Tantuccio, Co-Founder Zillo + Hutch
0407 527 661

0410 843 113

roxanne.groebel@gmail.com

Melbourne, VIC

WORK HISTORY

Most recently, I was contracted to work as a Copywriter for Latitude Financial Services.

Senior Copywriter at Forever New

OCT, 2020 - FEB, 2025

- Email copy roll out in four global regions
- Product page optimisation & copy
- Brand & tone of voice guidelines
- Copy for printed promotional materials - retail signage, lookbooks, broadsheets
- Written material for PR events
- Social content and captions
- Forever New Conscious launch
- Written materials for store activation
- Onboarding & HR documents
- Management & mentorship of my assistant

Social & Content at Zillo + Hutch

OCT, 2017 - FEB, 2020

- Website & product copy
- Social media content & roll out
- Social community management
- Creation of brand voice for a newly established brand
- Creation of internal culture process & frameworks
- Email copy
- Product photography coordinator & stylist

Copywriter at RedBalloon

SEP, 2015 - SEP, 2017

- Create/edit product descriptions
- Train new copywriters
- E-Merchandise products on website
- Educate suppliers on imagery & copy
- Create supplier guidelines & newsletters
- Manage image galleries

EDUCATION

Western Sydney University

Bachelor Communications
Majoring in Journalism
Graduated 2012

TECH/SYSTEMS

I've worked with Asana, Magento, WFX, Leankit, Shopify, WordPress, Bruce, Production App, Later, Planoly, Live Chat, Instagram, Gmail suite, Word

CAREER MILESTONES

At Forever New: Launched a multi channel fundraising campaign with global charity, Dress For Success to celebrate International Women's Day. Forever New successfully raised thousands of dollars for an organisation that helps women back on the path to financial independence.

At Forever New: Launched Forever New Conscious. This time-sensitive project included working with multiple stakeholders across the business including our Email Coordinator, Sustainability Coordinator, and Legal teams to ensure that all aspects of our sustainability journey are communicated to our customers in a transparent and brand-aligned way.

At Zillo + Hutch: Grew Z+H Instagram following from 3K to 9.7K in the space of 2 years with minimal paid posts

At Zillo + Hutch: part of the team that Won Best Large Stand at Decor + Design 2018

At RedBallon: established, wrote, and designed an edm for their supplier community with an above average open rate of approx. 25-30%

WORK HISTORY CONTINUED

Head Copywriter - Furniture at Domayne

JAN - SEP, 2015

Head of Content at Exercito

FEB, 2014 - JAN, 2015

Copywriter at Temple & Webster

SEP, 2012 - FEB, 2014

Copywriter at The Iconic

JUL - SEP, 2012

Junior Copywriter at Zanui

FEB - JUL, 2012

BRANDS

Along with my permanent positions, I have also worked with many businesses and recognised brands in a freelance capacity including:

Witchery
CGH Group
Sushi Sushi
A Perfect Space
Contrax
Marmalade Lion

VOLUNTEER WORK

I worked as a retail assistant in a St Vincent de Paul op-shop through 2018 in my local community in the Melbourne's North.

LEARN MORE

Visit my website
roxannegroebel.com
to learn more about my story and to discover my portfolio.