

Dena O'Neal

Senior Copywriter and eCommerce Content Strategist

505 Bellfield Ct.
Roswell, GA 30076
(678) 793-5272
dena.oneal@mindspring.com

EXPERIENCE

CreativeDrive, Atlanta — Senior Manager, Content QA

AUGUST 2017 - PRESENT

Lead content strategy for new agency offering focused on optimized eCommerce content development for brands and retailers.

Oversee creation and implementation of strategic eCommerce content including SEO optimized base copy, fully-featured enhanced content, graphics, video and other rich media on top retailers including Amazon and Walmart. Clients included The Home Depot, Georgia-Pacific (Dixie, Vanity Fair, Brawny, Quilted Northern), Hasbro, Hersheys, TravelPro, Chico's, and more.

Manage content team for the Walmart Connected Content Partner program to create best-in-class, high-scoring item page content for overseas suppliers.

Newell Brands, Atlanta — Content Manager, Global eCommerce

JANUARY 2015 - AUGUST 2017

Hired, trained, and managed team of four copywriters creating eCommerce product content for Newell Brands, including Graco, Baby Jogger, Paper Mate, Sharpie, Prismacolor, Expo, Mr. Sketch, Elmer's, X-acto, Dymo, Levolor, Goody, Calphalon, Rubbermaid, Rubbermaid Commercial Products, Lenox, and Irwin.

Created optimal content experience on major retailers (Amazon.com, Walmart.com, Target.com, BedBathandBeyond.com, HomeDepot.com, Macys.com, BabiesRUs.com, Staples.com, and more), with SEO optimized product detail page content, landing page content, Amazon A+ content, and syndicated Webcollage enhanced content.

Contributed to launch of enterprise Product Information Management system, establishing content workflow, gap fill, audit, and governance.

Managed outside agency content work, ensuring all deliverables met content standards for internal stakeholders and retailers.

Developed UX content strategy and content for D2C brand sites, including navigation, filtering and facets, landing pages, and comparison guides. Wrote and SEO optimized 800+ SKUs for calphalon.com relaunch.

Led special digital projects including the Calphalon Product Adviser app for Macy's Herald Square store, the Levolor Blinds and Shades Product Adviser kiosk for Lowe's, and copywriting and SEO optimization for the launch of the Paper Mate InkJoy website.

PORTFOLIO WEBSITE

denaboneal.com

SKILLS

Copywriting & Creative Direction
eCommerce Content Strategy
Product Information
Management
Website Copy, Blogs and Articles
SEO Optimization
Brand Voice and Positioning
Digital Marketing
Editorial Planning

NOTABLE PROJECTS

Walmart Connected Content
Partner walmart.com

Calphalon & Macy's Product
Advisor
macys.calphalon.com

Calphalon Relaunch
calphalon.com

Levolor Product Advisor
levolor.com/advisor

PaperMate InkJoy Launch
inkjoy.papermate.com

CERTIFICATIONS

Certified ScrumMaster, Scrum
Alliance, August 2016

Newell Rubbermaid, Atlanta — *Content Strategist, eCommerce*

OCTOBER 2014 - DECEMBER 2014

Developed and implemented best practice standards for Newell Brands online product content across all brands.

Wrote new item content, enhanced content, and optimized existing content across major retailers (Amazon.com, Walmart.com, Target.com, BedBathandBeyond.com, HomeDepot.com, Macys.com, BabiesRUs.com, Staples.com, and more).

Newell Rubbermaid, Atlanta — *Copywriter, Brand Activation*

MARCH 2013 - OCTOBER 2014

Writing across all consumer touch points for our Home Solutions brands: Calphalon cookware, Goody hair accessories and Levolor blinds and shades.

Omni-channel and digital projects included packaging copy, in-store signage and merchandising displays, brand guidelines, email content and strategy, video scripts, and product catalogs, as well as website content including product detail page copy, homepage banners, promotional banners, landing pages, long-form articles, comparison guides, and more.

Newell Rubbermaid, Atlanta — *Copywriter, Calphalon*

FEBRUARY 2011 - MARCH 2013

Handled a broad range of responsibilities as in-house copywriter to support new product launches and existing product commercialization.

Writing and creative projects included copy and taglines for packaging, brand voice and style guidelines, technical use & care packaging inserts, video scripts, translation management, website product copy and banners, and more.

Collaborated with graphic design on in-store promotional materials and visual merchandising displays for retailers including Macy's, Williams-Sonoma and Bed, Bath & Beyond.

Big Red Rooster, Atlanta — *Information Designer at The Home Depot*

AUGUST 2010 - FEBRUARY 2011

Developed engaging in-store shopper experiences through point-of-purchase product education, signage, and other visual merchandising collateral as part of The Home Depot's onsite in-store shopper marketing agency.

Aquent, Atlanta — *Contract Copywriter at The Home Depot*

FEBRUARY 2010 - AUGUST 2010

Worked onsite to create on-brand copy for national and regional advertising circulars, including cover stories, special event pages, and product content.

Freelance, Atlanta — *Copywriter*

JUNE 1998 – AUGUST 2010

Retail catalog writer for clients including Macy's, Bloomingdale's, Home Depot, Frontgate, Grandin Road, Rich's/Lazarus/Goldsmith's, and more. Chosen as sole writer for 120+ page Home Depot Direct print catalogs, produced quarterly.

Macy's, Atlanta — *Copywriter*

MAY 2008 – MAY 2009

Copywriter for Macy's Central focused on Men's, Juniors, and Children's categories. Sole writer for Christmas 2008 gift catalog.

3 Score, Atlanta — *Copywriter*

JANUARY 1997 – JUNE 1998

Copywriter for retail advertising agency, producing premium fashion, home and promotional print catalogs for Bloomingdale's, The Bon Marche, Rich's/Lazarus/Goldsmith's, Dayton's/Hudson's/Marshall Field's, Business Incentives, the Tog Shop, Russell Athletic, and more.

Vericom, Norcross — *Copywriter / Assistant Production Manager*

MARCH 1994 – JANUARY 1997

Woodward & Lothrop, Washington DC — *Copywriter*

FEBRUARY 1993 – AUGUST 1993

Macy's, Atlanta — *Copywriter*

JULY 1990 – MARCH 1992

Belk, Savannah / Atlanta — *Copywriter*

SEPTEMBER 1988 – JUNE 1990

EDUCATION

University of Georgia, Athens — *Bachelor of Arts in Journalism*

JUNE 1988

Major: Advertising. Minor: Photography/Psychology.