SUSIE AUGUSTIN

COPYWRITING • SEO • BRANDING

CONTACT INFO

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ABOUT ME

I'm a Marketing Copywriter specializing in Brand Development with over 13 years' experience, both in-house and agency settings.
Committed to producing creative types of content for print and digital including packaging, brochures, sales pages, SEO, blogs and internet content. Experienced in a variety of writing styles, brand voices and personalities.

CORE PROFESSIONAL SKILLS

- Marketing Writing
- Long form SEO content (landing pages & blogs)
- Short form copywriting (social & email marketing)
- Collaboration with graphic designers to write & produce digital ads
- Content Creation
- Creative Writing & Digital Writing
- Storytelling
- Editing & Proofreading
- SEO Keyword Research
- Brand Development
- Develop Brand Voice & Personality
- Brand Story
- Rebranding
- Creative Direction

QUALIFICATIONS

Beauty, Fashion & Wellness Writing and Branding
Professional and Consumer

- Color cosmetics, skincare, sunless tanners, waxing, nail polish, nail art, hair care & color
- Product Launches and Rebrands
- Packaging Copy
- Product & Shade Names
- Product Descriptions
- Educational Materials / How-to-Use Instructions
- Headlines & Taglines
- Brochures and Catalogues
- Website & Social Media
- Articles & Blogs
- SEO Writing & Email Campaigns

COPYWRITING & SEO WRITING

- Content development and copywriting to strengthen brand messaging through packaging, product brochures, sales sheets, press releases, blogs, catalogues and treatment protocols
- Create headlines, taglines, product names, collection names, shade names, kit names, product descriptions, how-to's, product directions, instruction sheets and training manuals
- Collaborate with marketing, brand managers, creative director, graphic designers, digital and social media to concept campaigns and write copy in alignment with the brand message
- SEO & Website Copy - splash & landing pages, banners, eblasts, multi-channel contest campaigns and how-to video scripts
- Website Copywriting – Ardell Beauty, Body Drench, BellaSonic, Salon Perfect, CG Gelaze, Frutique, Correctionist, It's So Easy, Blowtini Blow Out Bar, Trufora Skincare, Irvine Stem Cell Center, Innovative Skincare, Andrea, EZ Flow, Splat and Satin Hair Color, SurgiCare, Coastal Signage, Creative Linc Marketing

MARKETING

- **Product Launch for Ardell Beauty - Marketing Copywriting, SEO and Brand Development 2017 - 2019**
  Project Management for new product development, creative direction, brand story, brand voice, product & shade names, product descriptions, how-to-use instructions, packaging, bullnose copy, presentations, packaging, product guide, style guide, brochure, brand personality, headlines, SEO, email campaigns, website & social media collaboration
- **Copywriter and Project Manager for Salon Perfect 2016**
  Brand Refresh and Product Extension – new product names, shade names, packaging copy, multi-lingual packaging, timeline, website and social media collaboration
- **Project Manager for ClarityRx Skincare 2016 and 2019**
  Brand Refresh – creative collaboration with CEO and designer, editing and proofreading, marketing collateral and packaging, multi-lingual packaging, display

EDUCATION & SALES

BEAUTY & WELLNESS INDUSTRIES • *1999 - 2009*

- **Solana MedSpas** – Conducted 3-Day MedSpa BootCamp staff trainings on cosmeceutical ingredients, product knowledge, sales training, equipment training & operations
- **Bare Minerals** – Developed 10 Minute Makeover, led seminars and hosted over 50 Mineral Makeup Events; $1 million in sales
- **Jan Marini Skin Research** - Training on chemical peels and product knowledge, trade shows; top sales performance
- **L'Oreal / Maly's** - Goal Achievers Award for sales performance; L'Oreal Professionnel Hair Color sales & product knowledge
- **Glisodin Nutraceuticals** - Sales & Education, trade shows

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COMPUTER SKILLS

- Microsoft Word, PowerPoint, Excel, Google Docs
- MacOS, Basecamp, Hootsuite, Dropbox, Wix
- LinkedIn, Instagram, Facebook

EDUCATION & CERTIFICATIONS

NATIONAL UNIVERSITY (Costa Mesa, CA)
Bachelor of Arts, Marketing, Cum Laude • 2010

CAL STATE UNIVERSITY FULLERTON
Theatre & Makeup • 1985 – 1990

HAIR CALIFORNIA (Orange, CA)
State Board Licensed Aesthetician • 2001

UDEMY • SEO Content Writing Certification
MALY'S WAY • 3 Day Business & Sales Course
KIM LIFE COACH • 10+ Life Coach Certification
SOFTAP • Permanent Makeup Certification
LASH BELONG • Eyelash Extension Certification

AWARDS

AMAZON BESTSELLER for 5 books • *2013 - 2019*
BEVERLY HILLS BOOK AWARDS
- 2016 Winner Writing & Publishing Category
- 2016 Winner Motivational Category
- 2016 Finalist Picture Books
- 2016 Winner Book Cover Design Children's Books
- 2015 Winner Beauty Category
- 2014 Winner Mind/Body/Spirit Category

INTERNATIONAL BOOK AWARDS
- 2016 Finalist Business Writing/Publishing Category
- 2015 Finalist Self-Help General Category
- 2014 Finalist Women's Issues

WILLOW TREE WOMEN'S CIRCLE
- 2013 & 2014 Annual Award for Writing, Publishing and Speaking

TODAY'S INNOVATIVE WOMEN
- 2013 & 2019 Success Summit, Finalist (Writing & Publishing)

L'OREAL/MALY'S • 2007 GOAL ACHIEVERS AWARD

PROFESSIONAL HIGHLIGHTS

Consultant - Copywriter • SEO • Branding

SUSIE AUGUSTIN, 2014 - PRESENT

Available for freelance writing and projects
- Marketing Copywriting and Brand Development
- Brand Stories, packaging, product descriptions, brochures
- SEO writing, digital writing, email campaigns, blogs, articles, social copy, websites & ads, press releases
- Creativity & Branding Workshops

Copywriting Consultant for multiple brands
- BellaSonic, Blowtini Blow Out Bar, Innovative Skincare, Apotheque Rx, Trufora Skincare, Irvine Stem Cell Center, Total Cosmetix, Splat and Satin Hair Color, Clarity Rx, Christine Valmy Skin Care, Creative Linc Marketing, Comá Gourmet Foods, Coastal Signage, Hands On Gloves, The Marina at Lake San Marcos, Cooley Maguires Irish Pub

Marketing Copywriter • SEO • Branding

AMERICAN INTERNATIONAL INDUSTRIES, 2009 - 2019

Consultant - Marketing Copywriter / Brand Development / Creative Direction / Project Manager • 5/2015 – 2/2019
Marketing Copywriter / Beauty Writer • 9/2011 – 4/2014
Copywriter / Assoc Brand Manager • 9/2009 – 4/2011
- All Beauty Manufacturer, 50+ Beauty Brands Ardell Beauty, Body Drench, China Glaze, Salon Perfect, etc
- Product Launches and Rebrands
- Copywriting to strengthen brand messaging – brand stories, product & shade names, packaging, descriptions, tutorials, how-to-use instructions, brochures & catalogs, websites
- SEO writing, email promotions, digital & social collaboration
- Store signage, PDP, POP, brand & product displays & walls
- Provided beauty expertise & product testing on makeup, skincare, waxing, brows, sunless tanners

Consultant / Project Manager

CLARITY RX CLINICAL SKINCARE, 2016 & 2019

BRAND REFRESH
- Project Manager / Creative Collaboration / Multi-lingual Packaging / Green Carpet Host • 6/2019 – 12/2019
- Project Manager / Creative Collaboration / Editing & Proofreading • 2016
- Worked with Clarity Rx CEO Karla Keene on her books *Your Esthetics Coach* and *Estie Inspos* • 2015 & 2020

Publisher, Author & Speaker

GET BRANDED PRESS - OWNER, 2011 - 2020

- Help Entrepreneurs brand themselves with a published book, Amazon KDP setup & Bestseller Campaigns, Onesheets, Branding, Book Promotion, Coaching, Book Launch Events
- Workshops – Developed curriculum for Writing to Wow!, Speaking & Writing to Wow!, Vision Boards & Brand Boards