

LISA HOM

PROFESSIONAL EXPERIENCE

VICTORIA'S SECRET BEAUTY, New York, NY

May 2007 – present

Copy Manager

- Develop and maintain brand voice across gift sets and all printed materials, including retail signage, advertisements, direct mail, catalog inserts, and press kits.
- Create compelling creative themes and write all copy for in-store floor sets and promotions.
- Partner with cross-functional teams to develop brand-right communications.
- Contribute to the naming of product and shade names.

GAP INC., San Francisco, CA

January 2005 – April 2007

Editorial Manager, Gap.com

- Establish editorial direction and lead development of all copy for gap.com web site.
- Develop dynamic editorial content to support marketing and merchandising objectives.
- Present concepts to senior leadership, representing overall creative strategy as needed.
- Manage growth and development of five-person editorial team.

Senior Copywriter, Gap.com

June 2003-January 2005

- Write editorial features and copy for major online, promotional, and direct mail campaigns.
- Concept and execute feature stories and site messages that enhance customer experience.
- Partner with design team, merchants, photo studio, and marketing team to implement projects.

SF WEEKLY, San Francisco, CA

November 2000 – May 2003.

Calendar Editor

- Implemented redesign of the calendar section, which grew from a 2-page spread to a 5-page layout.
- Wrote previews of events, concerts, films, and plays for weekly column.
- Reported on issues in the local performing and visual arts community.
- Managed freelance writers and artists and supervised Assistant Calendar Editor.

CITYSEARCH.COM, San Francisco, CA

October 1999 – November 2000.

Editor

- Wrote blurbs about featured events for online city guide.
- Developed promotional tourism and athletic guides.

J. CREW GROUP, INC., New York, NY

January 1995 – June 1999.

Associate Producer

- Produced photo shoots, which included securing locations, props, and accommodations.
- Anticipated and implemented last minute changes that arose on location.
- Generated and developed catalog story ideas with editors and producers.
- Created schedules and budgets. Monitored expenses, reconciled petty cash, and negotiated fees.

YM, MARIE CLAIRE MAGAZINES, New York, NY

June 1994 – January 1995.

Beauty and Fashion Intern

- Researched and fact-checked stories for both magazines.
- Attended press events as magazines' representative.

EDUCATION

TUFTS UNIVERSITY, Medford, MA

Bachelor of Arts in English, May 1994.

COMMUNITY SERVICE AND INTERESTS

- **Cooperative Restraining Order Clinic:** Volunteer
- **Project Sunshine:** Volunteer

- **Leukemia Society of America:** Bicycled 100 miles in El Tour de Tucson