

SAMANTHA MOSS

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PROFILE

Editorial lead and content strategist equally at home directing teams, writing copy and collaborating with creatives. Consistently recognized for telling a powerful, unified story across every level of the brand.

EXPERTISE

Copywriting | Content Strategy | Editorial Direction | Brand Packaging + Positioning | B2B + Consumer Markets
Website Content | Print + Packaging | Social Media | Advertising | Trend Awareness | Competitive Analysis

EXPERIENCE

FREELANCE 2005 – Present
Oakland

Copywriter, Editorial Director + Content Strategist

Clients include Pottery Barn, Williams-Sonoma, Google, YouTube, LeapFrog, Minted, PG&E, Mekanism, Well Made Home, Weather Underground, Marketo, Zeus Living, We Are Empire, Art.com and Sam's Club.

WELLPUT 2016 – Present
Oakland

Principal and Co-Founder

Collaborate with private clients to craft exceptional resumes, LinkedIn profiles, pitches to investors, sensitive personal and professional emails and more (see hellowellput.com).

WILLIAMS-SONOMA, INC. 1998 – 2005
San Francisco

Senior Copy Chief, Pottery Barn Brands

Directed all copy content for Pottery Barn, Pottery Barn Kids and PBteen, creating a clear, impactful voice in an extremely competitive market. Led the charge to establish a consistent brand identity by aligning content and execution across three channels: catalog, stores and web. Developed and managed copy for the launches of potterybarnkids.com, pbteen.com and potterybarn.com, named "Best of the Web" by Forbes.

CALIFORNIA ACADEMY OF SCIENCES 1996 – 1998
San Francisco

Public Relations Writer

Wrote and edited all marketing collateral for the Natural History Museum, Steinhart Aquarium and Morrison Planetarium. Secured television, print and radio coverage for exhibits, education programs and special events.

BOOKS

Author, *Where's My Stuff? The Ultimate Teen Organizing Guide* (2010, Zest Books)

Series Editor, *Pottery Barn Design Library* (10 books from 2003-2005, Weldon Owen Publishing)

EDUCATION

University of Wisconsin – Madison Bachelor of Arts, English Literature

Semester At Sea Studied cultures in South America, Africa and Asia.