

Caitlin Metzger

WRITER & EDITOR

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EXPERIENCE

2021–2025 Sr. Copywriter & Editor | Pura

- Led content strategy and execution across DTC, retail, and digital channels, including ecommerce, lifecycle, UX, packaging, and paid media.
- Translated product features into compelling PDPs and marketing briefs that align with brand voice and drive conversion.
- Developed and maintained brand voice and internal style guide, ensuring consistency across 38+ brand partners including Anthropologie, Disney, Target, and The Met.
- Collaborated cross-functionally with design, product, and marketing teams to launch brand campaigns and new product initiatives.
- Used performance insights to evolve content and test messaging frameworks.

2017–2021 Sr. Editor | Yunique

- Managed end-to-end content creation for web, print, packaging, email, video scripts, training, and social.
- Oversaw writing team, ensuring high editorial standards and consistent brand voice across all touchpoints.
- Updated and enforced brand style guide and messaging strategy across platforms.
- Partnered with product, creative, and social teams to concept and deliver marketing campaigns.
- Edited and published content in CMS and supported ongoing site optimization.

2015–17 Copywriter & Editor | Yunique

- Created customer-focused content for email campaigns, product launches, ecommerce, and print.
- Developed tone and messaging guides for new product categories and international markets.
- Maintained product naming documentation and editorial resources for cross-team use.

2014–15 Content Manager, Writer & Editor | 97th Floor

- Managed content strategy and production for 30+ clients, including blogs, infographics, quizzes, and social media, ensuring quality, consistency, and performance.
- Edited a wide range of content and led internal writing trainings to strengthen team skills and uphold editorial standards.

SKILLS

Product positioning & messaging
Content strategy & storytelling
PDP development (DTC + Retail)
Brand voice & style guide ownership
Cross-functional collaboration
CMS tools (e.g., Shopify, Drupal)
SEO fundamentals & HTML basics
AI-assisted workflows
French translation & localization

EDUCATION

2007–13

Brigham Young University | B.A.

English Language 3.71 GPA

Editing 3.87 GPA

Copyeditor and writer for Stowaway Magazine: authored feature articles, contributed to photography and design.

VOLUNTEERING

2010–11

The Church of Jesus Christ of Latter-day Saints

Completed 18 months of full-time service, leading outreach and teaching efforts in French and Malagasy while living cross-culturally.

Developed leadership, communication, and problem-solving skills through daily service, team coordination, and community engagement.