

Caitlin Metzger

WRITER & EDITOR

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EXPERIENCE

2021–Present Sr. Copywriter & Editor | Pura

- Drive creation of intentional, high-converting content across all channels—paid media, lifecycle, social, ecommerce, UX, retail, product, and packaging.
- Own and evolve Pura’s brand voice and tone; lead development of the company’s writing style guide.
- Craft tailored content for 38+ partners including The Met, Disney, Anthropologie, Target, Capri Blue, and Studio McGee.
- Partner cross-functionally to bring brand, product, and promotional campaigns to life.

2017–2021 Sr. Editor | Yunique

- Led writing team in producing all major marketing content: web, email, catalogs, packaging, videos, training materials, and more.
- Ensured copy was clear, compelling, and consistent with brand standards.
- Owned and updated company style guide and enforced brand voice across platforms.
- Collaborated with creative, product, training, and social teams to execute campaigns.
- Managed content updates and proofing in CMS.

2015–17 Copywriter & Editor | Yunique

- Created multi-channel content for corporate emails, catalogs, product packaging, and digital platforms.
- Maintained and refined company voice across various formats and tones.
- Managed the writing style guide and product naming documentation.
- Worked closely with internal teams to align on messaging and campaign goals.

2010–11 Volunteer | The Church of Jesus Christ of Latter-day Saints

- Served in volunteer leadership and teaching positions, learning French and Malagasy while working an 80-hour workweek.
- Gained a love for people of all cultures, nationalities, and circumstances through consistent, daily service.

SKILLS

content strategy
editing & proofreading
brand voice development
writing for web/email/print
style guide management
AI integration
SEO & HTML
social media
Adobe Suite
Microsoft Office
CMS tools
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.