

Cassandra Floch

Brand Storytelling | Strategic Messaging | Audience Engagement

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Strategic Copywriter and Brand Storyteller with 7+ years of experience developing high-performing, omni-channel campaigns across B2B and B2C environments. Proven ability to translate business objectives into compelling, conversion-driven messaging while maintaining a consistent brand voice. Known for blending creativity with data-driven insights to increase engagement, strengthen customer connection, and drive measurable results.

EXPERIENCE

Senior Copywriter

Jan 2023 - Feb 2026

SalonCentric–L'Oréal Professional Products Division Distributor | Clearwater, FL

- Led copy strategy and execution across omni-channel campaigns including email, SMS, social media, web, and in-store marketing
- Maintained and evolved brand voice across all customer touchpoints, ensuring consistency and alignment with business objectives
- Translated B2B and B2C goals into persuasive, conversion-driven messaging that supported revenue growth and customer engagement
- Partnered cross-functionally with CRM, eCommerce, marketing, HR, and promotional teams to align messaging with strategic initiatives
- Collaborated with designers and creative teams to develop cohesive, high-impact campaigns
- Managed multiple high-priority projects simultaneously in a fast-paced environment

Copywriter

Oct 2019 - Dec 2022

SalonCentric–L'Oréal Professional Products Division Distributor | Clearwater, FL

- Developed compelling copy across digital and print channels, including email campaigns, landing pages, retail signage, and promotional materials
- Strengthened brand messaging to improve clarity, engagement, and customer response
- Supported campaign ideation and execution across multiple departments
- Contributed to creative strategy discussions and content planning

Copywriting Intern

May 2018 - Oct 2019

SalonCentric–L'Oréal Professional Products Division Distributor | Clearwater, FL

- Assisted the Managing Editor in maintaining the brand voice across all channels from digital (social, email, SMS, website and app) to print (retail stores, publications and events)
- Collaborated with the Managing Editor and designers to produce creative solutions

Copywriter

Sept 2016 - May 2017

Boston University AdLab | Boston, MA

- Developed creative strategies and campaign concepts for client accounts
- Collaborated with clients to refine messaging and deliver marketing materials including websites and print collateral

Editorial Intern

July 2016 - Aug 2016

Kathimerini Newspaper | Athens, Greece

- Wrote and published articles for *Greece Is* magazine
- Gained hands-on experience in international publishing and editorial processes

Editorial Intern

July 2015 - Sept 2015

The Hot Zone USA | Brooklyn, NY

- Managed social media accounts and wrote daily news content
- Trained new interns and supported real-time content updates

EDUCATION

Boston University | Boston, MA

Bachelor of Science, College of Communications

- Focus: Advertising & Copywriting
- Concentration: Spanish Language

SKILLS

Fluent in English and Spanish

Microsoft Office • Google Workspace • Wrike • Adobe Acrobat • WordPress • SEO & Digital Marketing Tools

AI Tools: ChatGPT • Gemini