

Torrey Thomas Acri

54 W. 16th St., #2C
New York, NY 10011
917.593.8410
tacri@mac.com

Summary

Versatile, passionate staff and freelance copywriter practiced in activating consumers in a myriad of markets from allusive millennials to affluent baby boomers. Highly skilled interpreter of brand voices. Dedicated to creating an utterly original, polished product. Big-picture thinker; zero ego. [WORD](#).

Education

New York University
Candidate for Master of Arts
Visual Culture: Costume Studies
Expected 2016

Fashion Institute of Technology,
State University of New York
B.S. Textile Development
and Marketing, May 2007

A.A.S. Advertising/Marketing
Communications, May 1997

Volunteer/Membership

Costume Society of America

Costume Institute, Metropolitan
Museum of Art, Educational
Volunteer Department

Proficient in Mac and PC

American Eagle Outfitters, New York, N.Y.

Director of Marketing/Brand Voice, April 2014–Present

Previously: Director of Copy, April 2011–March 2014, Sr. Copywriter/Editor, June 2005–March 2011

- **Architect and primary steward of brand voice for \$3 billion retailer.**
- Created brand voice of Aerie and Aerie Real campaign which saw 9% sales increase after launch and 600M+ impressions.
- Revitalized voice of AE, instilling of-the-moment viewpoint while preserving brand heritage.
- Marketing and voice strategist for online, in-store, social and mobile.
- Principal contributor to seasonal concepts and advertising campaigns.
- Editor of content from all external agencies and corporate communications.
- Manage team of writers, graphic designers and freelancers.

Freelance Copywriter, New York, N.Y.

March 2005-present

- Creator of ad/marketing concepts and copy across diverse platforms.

Clients:

Blackrose NYC, Carl Byrd & Co., Chandelier Creative, John Gibson Editorial, Laird+Partners, Lloyd & Co., Planet Fab Design Studio, Schawk! Retail Advertising Agency

Projects:

adidas, Alexis Bittar, Artisan DeLuxe, Bloomingdale's, Gap, Calgon, Children's Place, Echo, Finn Jewelry, Mack Weldon.com, Chico's, Estée Lauder, Inc., Starwood Hotels and Resorts, W Hotels, Cotton Inc., City Magazine, Macy's, Manuel and Consuela, Nike, Nine West, Francky L'Official Paris Salon, Syms Department Stores, Dr. Pepper Snapple Group, Mott's, Toggery

Bloomingdale's, New York, N.Y.

Copy Manager for Fashion and Cosmetics, August 2004-June 2005

Previously: Copywriter for Men's, Women's & Beauty, February 2001-July 2004

- **Wrote national print, television, radio, catalog and direct-mail advertising.**
- Formulated campaign plans articulating brand strategy for in-house agency of world-renowned upscale department store.
- Supervised stable of three staff writers and numerous freelance copywriters.

Bluefly.com, New York, N.Y.

Copywriter/Editor, June 1999-February 2001

- **First writer hired by original start-up team.**
- Delivered major print campaigns; brainstormed direct-marketing tactics; turned out steady stream of e-blasts, banner ads and other online promotional copy.
- Composed and edited content, supplying product descriptions, designer biographies and special-guest promotional pages for *Vogue*, *Harper's Bazaar*, *Esquire*, *Marie Claire* and *Metropolitan Home* magazines.