



# LORI WHITE

Copywriter & Creative (she/her)

## CONTACT

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Seattle, WA

## STATEMENT

Multi-faceted, detail-oriented, and quality-driven professional with ten years' experience designing and producing creative solutions. I thrive on crafting meaningful connections, creating expressive and authentic communications across a wide variety of platforms and projects.

## EXPERIENCE

### ROLE

Olympia Coffee:  
Creative Director  
January 2022–present

All Souls of Seattle:  
Music Coordinator,  
Artist in Residence  
Oct. 2017–Dec. 2021

Freelance  
Writer, Designer,  
and Illustrator  
Oct. 2015–Jan. 2022

Sugar & Stamp:  
Owner & Chief  
Cookie Enthusiast  
Feb. 2015–Oct. 2017

### CONTRIBUTIONS

Directs visual and written content across email, SMS, website, social media, packaging, and blog.

Crafts top-notch, on-brand copy and visuals that meet growth goals and drive web and retail sales.

Built Olympia Coffee's SMS program from scratch, creating campaigns and flows that contributed nearly 20% of total web store sales in its 2nd year.

Cultivates marketing communication funnels that have helped meet or exceed 6% web store growth for 2 consecutive years.

Oversaw the development and execution of a significant brand refresh, which was nominated as a finalist for outstanding whole bean packaging.

Crafted written content and visuals for email campaigns, events, and social media posts.

Facilitated communal and personal connection through clear, empathetic communication.

In 2020, designed and maintained a web-based, interactive guide that was pivotal in hosting community gatherings in a fully-online format

Created and produced a weekly podcast.

Brought stories to life at the intersection of food, drink & culture. Articles and illustrations have been featured in publications & outlets such as Eater Seattle, Food52, Life & Thyme, *The Illustrated Wok*, and *Slant'd Magazine*.

Utilized design principles, UI/UX fundamentals, copy writing, and content management systems to deliver digital solutions for clients.

Created print and social media collateral for vibrant food businesses in Seattle and beyond.

Crafted interpersonal connections and perfectly-baked artisanal treats into bespoke cookie boxes packaged within a creative gift delivery business.

Honed a friendly, engaging, and consistent brand voice and aesthetic across web, packaging, and social media.

## SKILLS

**Creative:** Adobe Photoshop, Illustrator, InDesign, Audition, Premiere, and Express; illustration, copy writing & editing, brainstorming, photography, podcasting.

**Web content & design:** Craft, Figma, Squarespace, Shopify, Square.

**Google Suite:** Drive, Docs, Sheets, Slides, Forms.

**Project Management:** Notion, Basecamp, Asana, Trello, Jira.

## EDUCATION

Georgia Institute of Technology  
Bachelor of Science in Industrial Design, 2010

The Seattle School of Theology & Psychology  
Master of Arts in Theology & Culture, 2023