

MARIAH AYALA

Copywriter

Murrieta, California | mariahlayala@gmail.com | www.mariahlayala.com

Copywriter with 4+ years of experience in ecommerce and lifecycle marketing for major retail brands. Specializes in email, SMS, product copy, and conversion-focused campaigns, with proven success improving email performance through A/B testing and optimization.

PROFESSIONAL EXPERIENCE

Hot Topic / BoxLunch

Copywriter (Contract) | July 2026 - Present

- Create SEO-focused product descriptions for apparel, accessories, collectibles, and fandom merchandise across ecommerce sites
- Develop brand-aligned copy supporting product launches, merchandising initiatives, and high-volume SKU publishing

Spencer's

Ecommerce Copywriter | June 2022 - June 2026

- Owned daily email and SMS copy and monthly content calendars for lifecycle and promotional campaigns
- Built Spencer's SMS marketing program from the ground up, establishing channel strategy, messaging best practices, and copy standards
- Improved email performance from 39% to 43% year-over-year through A/B testing of subject lines, messaging, and campaign copy
- Created ecommerce, paid media, landing page, and blog copy supporting product launches and seasonal campaigns

Spirit Halloween

Ecommerce Copywriter | June 2022 - June 2026

- Wrote product copy for 800+ SKUs annually across costumes, décor, and accessories in a high-volume retail environment
- Developed ecommerce, email, paid social, and campaign copy supporting seasonal launches and in-store initiatives
- Created licensed campaign messaging for Disney, Marvel, Universal, Nintendo, Star Wars, and DreamWorks franchises

EDUCATION

Stockton University

Sep 2018 - May 2022

Bachelor of Arts in English Literature

CORE EXPERTISE

Ecommerce & Conversion Copy • Lifecycle Marketing (Email & SMS) • Product Storytelling • Brand Voice • Social & Paid Social Copy • SEO Copywriting • A/B Testing & Optimization

TOOLS & PLATFORMS

Listrak • WordPress • Google Analytics • SEMrush • Amazon Seller Central • Jira • Canva