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BRANDING CONTENT-PROVIDER MARKETING & PUBLICITY

SPECIALTIES:

BEAUTY, FASHION, LIFESTYLE, ARTS, CULTURE

DERMALOGICA | Rancho Dominguez, California | January, 2001 – present
LEADING INTERNATIONAL PROFESSIONAL SKIN CARE PRODUCT LINE

I have worked with this brand in three different settings;

January, 2001 – October 2002 : Dermalogica was my client in a PR agency setting

October, 2002 – March, 2006 : I worked in-house, full-time for Dermalogica at the brand headquarters. My title was Public Relations Manager. In that capacity, I was responsible for:

- Collateral copywriting for all branding materials
- Trade Public Relations, dealing with industry publications including SKIN INC, DERMASCOPE, PULSE, LAUNCHPAD, AMERICAN SPA, DAYSPA, MODERN SALON, SALON TODAY, BEHIND THE CHAIR
- Consumer Public Relations, dealing with beauty and health editors at more than 70 major national publications, broadcast outlets and newswires

During my tenure as Public Relations Manager, print coverage of the Dermalogica brand increased more than 60% in trade publications and 30% in consumer publications. The latter was hailed as groundbreaking, because the brand has never purchased print advertising in consumer media, which is generally leveraged in editorial coverage.

I introduced many innovative concepts to the brand during those four years, including the brand's first scholarship program for skin therapists (the LEGACY scholarship), the company's first employee newsletter, and initiation of the brand's involvement with fashion, New York Fashion Week, FIDM and GENART. The latter association continues as an ongoing brand alliance.

April, 2006 – Present : In April, 2006, I expanded my freelance business, isolating the trade segment of my duties at Dermalogica as an ongoing freelance assignment Today, this continues

to be an important aspect of my current professional relationship with the brand.

CURRENT CLIENTS

DERMALOGICA | Rancho Dominguez, California | January, 2001 – present

LEADING INTERNATIONAL PROFESSIONAL SKIN CARE PRODUCT LINE

- Write all trade press materials and generating trade press coverage for brand in national publications including SKIN INC, DERMASCOPE, PULSE, LAUNCHPAD, AMERICAN SPA, DAYSPA, MODERN SALON, SALON TODAY, BEHIND THE CHAIR
- Ghostwrite weekly consumer blog, columns, magazine articles, scripts, speeches and presentations for brand Founder, Jane Wurwand – for current posts, visit: www.dermalogica.com, “UNDER MY SKIN”
- Write corporate newsletters and other branding messages for targeted readerships, including owners of 6,000 US salons which carry the Dermalogica brand

CREATIVE NAIL DESIGN / CND | Vista, California | June, 2006 – present

WORLD’S LARGEST PROFESSIONAL NAIL CARE MANUFACTURER

- Create ongoing annual publicity campaign for brand’s support of national women’s health initiative, *The Heart Truth*
- Write monthly consumer press releases, trade press releases and website copy to support this public service campaign, collaborating with client’s agency for placement
- Create corporate identity materials to support branding messages, including educational voiceover scripts and training manuals
- Write special collateral pieces as needed, including the brand’s coveted seasonal LOOKBOOK

HAIR’S HOW magazine / December 2009 - present

US EDITOR | HAIRSHOW.US

- Write approximately 90 pages of original copy per bimonthly issue
- Locate experts, conduct interviews, fact-check all content
- Liaise with advertisers, manufacturers and other beauty authorities for ongoing editorial content
- Work with graphics team to edit text to page layout
- Manage deadlines and scheduling of issue
- Proofread and correct all pages in pdf form before press-time

My conversational writing style, as well as my well-established reputation among beauty trade media as an influential writer/publicist, moved the publishers to select me for this key position at a pivotal time in the magazine’s development.

Specifically, I was hired to take this European-based publication into the American marketplace, and to transition the content from trade/professional only to a more contemporary, consumer-friendly format and voice.

Since my being hired in December, 2009, the circulation of the upgraded US edition has recently grown to 90,000, and now is available at Sally's Beauty Supply and at Walgreen's newsstands, as well as 750 top salons in the USA.

AGENCY EXPERIENCE

November, 1999 – January 2001 **GLOBALFUSION PUBLIC RELATIONS** | Venice, CA
WEST COAST MANAGER

- Oversee operation of Venice office and staff
- Write all press releases and direct marketing materials
- Generate new business
- Develop strategies and timelines for all clients
- Directly service all West Coast clients

June, 1995 – November 1999 **HARRIS SHEPARD PUBLIC RELATIONS** | Century City, CA
SENIOR ACCOUNTS MANAGER

Scope of responsibilities includes:

- Service 10 – 12 beauty, fashion and lifestyle clients
(including writing of materials for marketing and editorial placement)
- Supervise and edit all writing from junior publicists
- Pitch stories to 50 – 60 New York-based fashion, beauty and health editors
- Oversee staff of 5 junior publicists

PRO BONO WORK **BUSINESS COUNCIL FOR PEACE** | www.BPeace.org
International human rights non-profit organization with initiatives in Rwanda and Afghanistan

FINAZA FOUNDATION | www.finazafoundation.org
Non-profit organization dedicated to liberating enslaved children from mining “blood-diamonds” in Sierra Leone

EDUCATION **UNIVERSITY OF DENVER** | Denver, Colorado
Bachelor of Arts, English/Communications

REFERENCES JANE WURWAND – Founder, Dermalogica
310.900.0800 • jwurwand@dermalogica.com

JAN ARNOLD – Co-Founder, Style Director, CND/Creative Nail Design
800.700.4939 x221 • jan.arnold@cnaail.com

ANNE MORATTO – Director of PR, American International Industries

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