

COPELYN BENDEL

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Ten years as a spunky, innovative, fashion market editor & leader. creator of brand vision. stylist & graphic designer. developer of strategic marketing to engage consumers & drive buying behaviors

EDUCATION

2014 - 2018

B.A. IN JOURNALISM: EDITING & GRAPHIC DESIGN

University of North Carolina at Chapel Hill

SKILLS

Adobe Creative Suite, GSuite, CMS, SEO, HTML, WordPress, Wix, Magento, Microsoft Suite, MailChimp

EXPERIENCE

April 2023 - June 2025

ACCESSORIES EDITOR, BUSTLE DIGITAL GROUP

- **CROSS-FUNCTIONAL TEAM COLLABORATION** - Managed external partners, directors, and stylists to produce on-brand, strategic content for BDG's multi-channel platforms
- **STORYTELLING & SELLING** - Analyzed seasonal trends and transitioned into multi-channel e-commerce strategy to optimize user experience and selling
- **CREATIVE & ART DIRECTION** - Led, directed, and styled high impact visual campaigns with measurable business results
- **CONSUMER-DRIVEN CONTENT** - Delivered compelling content for 6 digital platforms and print publications including NYLON, The Zoe Report, Bustle, Romper, and Elite Daily
- **BRANDING GUIDELINES** - Created fashion branding guidelines for each BDG platform

Oct 2022 - April 2023

FASHION EDITOR & TREND WRITER, WHO WHAT WEAR

- **LEADERBOARD CONTRIBUTOR** - Created trend-based, affiliate shopping content for 10+ stories per week, achieving leaderboard metrics

Oct 2020 - Oct 2022

ASSOCIATE FASHION EDITOR, BUSTLE DIGITAL GROUP

- **ORIGINAL COVERS & FEATURES** - Directed creative for accessories/contemporary RTW markets across all publications - NYLON, The Zoe Report, Bustle, Romper, and Elite Daily
- **CREATIVE PRODUCTION** - Produced layouts/copy for persuasive trendy, on brand stories

March 2019 - Oct 2020

FASHION & ACCESSORIES ASSISTANT, INSTYLE

- **ASSISTANT TO FASHION DIRECTOR** - Included fashion market research, pulling runway and accessories based on fashion direction, and scheduling fashion week
- **PITCHED TRENDS** - Ideated FOB fashion stories; assisted with luxury requests for fashion features and celebrity photo shoots
- **SHOOT LOGISTICS & FASHION CLOSET** - Managed fashion closet, designer samples, and assistants; handled shoot logistics

July 2018 - Feb 2019

ACCESSORIES ASSISTANT, HEARST FASHION GROUP

- **TEAM LEADER** - Led accessories assistants on behalf of the accessories director at Cosmopolitan, Seventeen, Women's Health, Woman's Day, and Good Housekeeping
- **FASHION CLOSET & SAMPLES** - Managed sample trafficking and fashion closet; booked market appointments and forecasted trends
- **PRINT/DIGITAL SHOOT** - Assisted stylists/editors on set for all brands across Hearst

Summer 2017

E-COMMERCE & DIGITAL MARKETING INTERN, ERDEM

- **DIGITAL MARKETING** - Served on 3-person team for launch re-platforming new erdem.com
- **WEBSITE** - Built back end of site through WordPress, Magento, and HTML for Erdem
- **WEB CONTENT & EMAIL NEWSLETTERS** - Pitched, designed, and wrote for site and launch

Summer 2016

ART INTERN, HARPER'S BAZAAR

- **GRAPHIC DESIGN** - Designed pages for September and October 2016 issues
- **ANNIVERSARY BOOK** - Assisted Editor-in-Chief with 150-year anniversary book
- **MANAGED "THE BOOK"** - Helped with production of magazine from pre-art to archive