

COPELYN BENDEL

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MARKETING - COMMUNICATIONS - CREATIVE DIRECTION - OPERATIONS - EDITORIAL LEADERSHIP

Editorial and operational creative leader with 8+ years of experience managing end-to-end creative production, cross-functional branding initiatives, and luxury fashion and celebrity campaigns. Skilled at translating complex editorial and commerce projects into structured timelines and scalable systems, delivering brand-consistent, marketing-driven experiences across print, digital, and retail channels.

KEY SKILLS

Creative Leadership
Team & Project Management

Shoot & Launch Oversight
Trend & Market Insight

Cross-Functional Communication
Digital Marketing & E-Commerce

CORE COMPETENCIES

CREATIVE LEADERSHIP & PROJECT MANAGEMENT

- Lead end-to-end photo shoot and production timelines for 8 annual print publications with multiple cover launches each, coordinating cross-functional teams across editorial team, sales team, external brand partners, and creative contributors at **V Magazine** and **VMAN**
- Managed cross-platform shoot execution across **Bustle Digital Group's** 6 digital brands (**NYLON, The Zoe Report, Bustle, Romper, Elite Daily**) from concept through launch, building standardized workflows that streamlined asset creation, reduced revision cycles, and improved launch speed

TEAM MANAGEMENT

- Lead fashion department at **V Magazine**, overseeing 15 contributing editors (globally) and 7 in-person interns
- Mentored and orchestrated a team of 5 accessories assistants on behalf of accessories director across **Hearst Women's Fashion Group** including **Cosmopolitan, Seventeen, Women's Health, Woman's Day, Good Housekeeping**

CROSS-FUNCTIONAL COLLABORATION

- Collaborate with stylists, PR teams, and 200+ fashion houses to secure samples, coordinate credits, and manage logistics for print and digital shoots across **V Magazine** and **VMAN** for 8 print publications annually with minimum 2 covers per issue
- Liaison between sales agency, 2000+ brand partners, and editorial to align on organic content that serves each brand's objectives at **V Magazine** and previously across **BDG's** multi-channel platforms

CREATIVE DIRECTION & DIGITAL MARKETING

- Directed fashion creative for luxury and accessories markets for 186 celebrity covers and features across all **Bustle Digital Group** publications including **NYLON, The Zoe Report, Bustle, Romper, Elite Daily**
- Lead/coordinate for over 50 high impact shoots annually with measurable business results for **V Magazine** and **VMAN**
- Executed daily **Who What Wear** email newsletter content based on click rates and trending terms to meet KPIs. Merchandised daily shopping content by curating high-performing products across key categories, informed by engagement data.

PROFESSIONAL EXPERIENCE

FASHION MARKET EDITOR, <i>V MAGAZINE</i>	(JULY 2025 - PRESENT)
ACCESSORIES EDITOR, <i>BUSTLE DIGITAL GROUP</i>	(APRIL 2024 - MAY 2025)
FASHION & SHOPPING EDITOR, <i>WHO WHAT WEAR</i>	(OCTOBER 2023 - APRIL 2024)
ASSOCIATE FASHION EDITOR, <i>BUSTLE DIGITAL GROUP</i>	(OCTOBER 2020 - OCTOBER 2023)
FASHION & ACCESSORIES ASSISTANT, <i>INSTYLE</i>	(MARCH 2019 - OCTOBER 2020)
ACCESSORIES ASSISTANT, <i>HEARST FASHION GROUP</i>	(JULY 2018 - FEBRUARY 2019)
E-COMMERCE & DIGITAL MARKETING INTERN, <i>ERDEM</i>	(SUMMER 2017)
ART INTERN, <i>HARPER'S BAZAAR</i>	(SUMMER 2016)

PLATFORM EXPERTISE

ASANA, MONDAY, ADOBE CREATIVE SUITE, G-SUITE, MICROSOFT 365, SLACK, DROPBOX, BOX, CMS, MAGENTO, SEO

EDUCATION

B.A. IN JOURNALISM: EDITING & GRAPHIC DESIGN, *UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL* (2014-2018)