

# ANJA WYKES

DIGITAL COPY CONTENT LEADER / SCREENWRITER

## CONTACT

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## SKILLS

Writing, editing and proofreading

Content strategy

Content translation and localization

Brand style and voice

Screenwriting

## TOOLS

Oracle Business Control Center

Airtable

FileMaker Pro/Galaxy

Slack

Google Suite

Final Draft

## EDUCATION

UCLA, English/French 2002-2006

## INTERESTS

Comedy feature screenwriting

Rowing, trail running, watching videos of dog rescues and military family reunions

Buying fancy candles and not burning them

## OBJECTIVE

Detail-oriented and creative copy editor with a passion for Film & TV dedicated to producing concise, consistent and engaging copy for digital platforms.

## WORK EXPERIENCE

### RH, DIGITAL COPY CONTENT LEADER

2012 - present

- Wrote, edited and tested clear and compelling digital content across all RH brand concepts including RH Interiors, RH Contemporary, RH Modern, RH Ski House, RH Beach House, RH Outdoor, RH Baby & Child, and RH Teen
- Led the global expansion of the RH website, launching over 20,000 products to support gallery openings in England, Germany, Belgium and Spain
- Defined localization requirements for all content across the UK and EU sites, incorporating regional nuances while maintaining the RH style and brand voice
- Managed a team of six copy editors responsible for all global RH digital content
- Developed and implemented content strategies to enhance product messaging and empower the RH customer

### SCREENWRITER

2015 - present

- *Undeclared* - 2020 Austin Film Festival Comedy Contest Second Rounder
- *God Parents* - 2019 PAGE Awards Finalist (top 10 out of 7,000)
- *If You Only Knew* - 2017 Austin Film Festival Comedy Contest Second Rounder; Screencraft Comedy Contest Quarterfinalist
- *Matchbreakers* - 2015 Screencraft Comedy Contest Semifinalist

### FREELANCE WRITER/EDITOR

2006 - 2012

- Wrote and edited copy for various brands including Williams-Sonoma, Cost Plus World Market, Levi's and Camelbak

### NBC UNIVERSAL, PHYSICAL PRODUCTION INTERN

Fall 2005

- Assisted the President of Physical Production

### LIONSGATE, MARKETING & PUBLICITY INTERN

Fall 2005

- Supported the Marketing & Publicity department