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# Angella d'Avignon

copywriter, editor, coach, and  
strategist

As a writer, reporter, and a content strategist, I translate chaos into versatile copy. I've worked with a range of clients from magazines, architecture firms, to artist studios, brands, and nonprofits. I pride myself on communication, empathy, and resourcefulness. I thrive when I'm connecting with an audience and I'm excited to work with purpose-driven and people-centric organizations. I'm passionate about empowering clients to define themselves and their values to the market by leveraging storytelling to bring their visions to life.



currently based in Los Angeles

## **Brand campaign development, copywriting for web and email, SEO content for e-comm blog**

For legacy denim brand EDWIN USA, I strategize and execute campaigns for social media and email, working closely with the Creative Director to create compelling product and brand storytelling while maximizing SEO, in addition to performing basic web copywriting, editing, and blogging.

# EDWIN



Life's a wild ride - wear the right jeans.

# EDWIN

## copywriting for email blasts



The Lark Bootcut is our best selling style for a reason.

A classic, mid-rise micro bootcut jean, she sits just at the hips with a snug fit throughout the hips and thighs with a break just at the knee for an elegant, elongated leg.



### Iconic Denim. Fresh Vibe.

Welcome to our new vibe.

EDWIN USA has a fresh website featuring all our classic styles, some new fits and a way cuter look.

And this is just the beginning. Keep your eyes peeled for new drops coming this spring and summer!



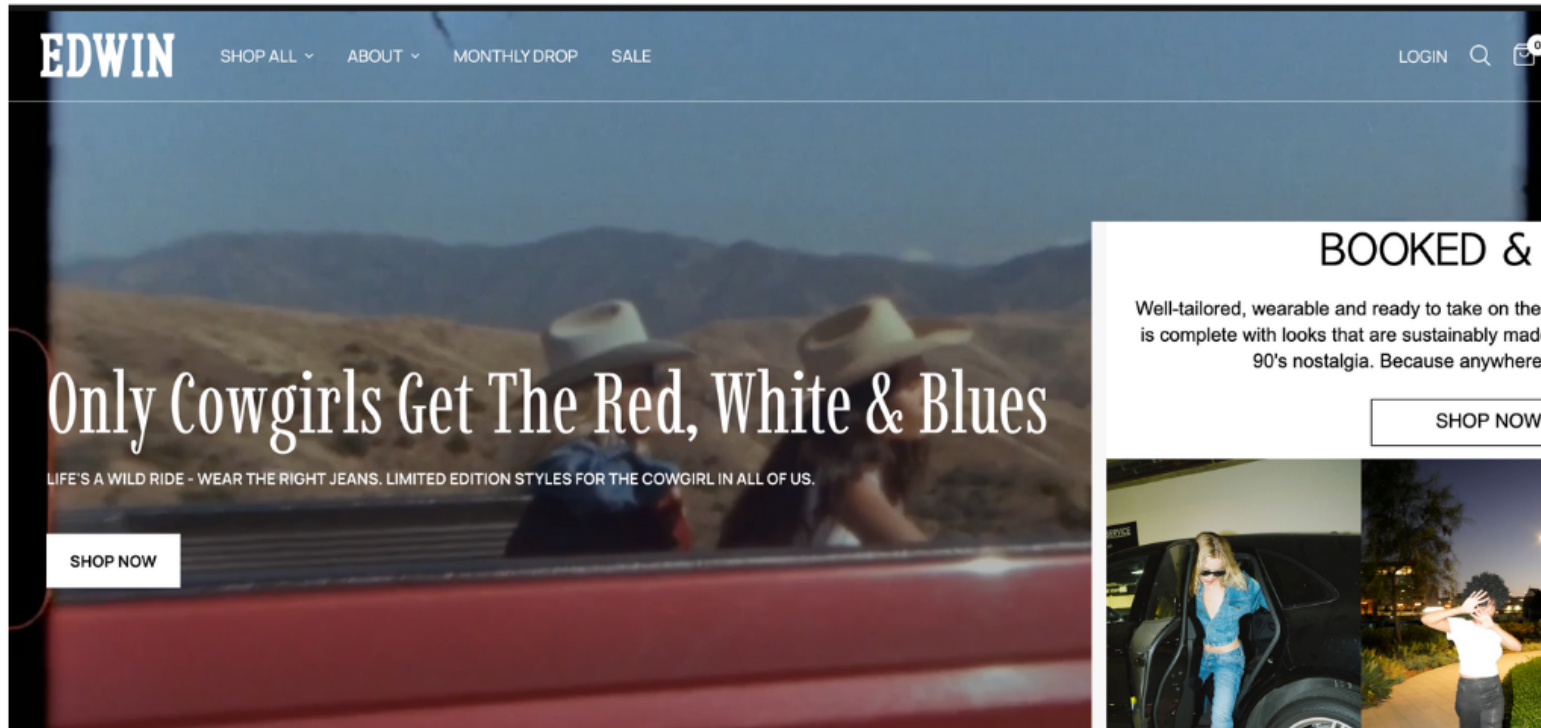
### Three's Company: You, Your Jeans & Our Planet



EDWIN's REWORKED STYLES USE SURPLUS TEXTILES INSPIRED BY OUR SHARED PAST, MADE SUSTAINABLE FOR OUR FUTURE, AND STYLED FOR RIGHT NOW (AND FOR AS LONG AS YOU WEAR THEM). TAN LINES FADE, BUT OUR DENIM DOESN'T.

# EDWIN

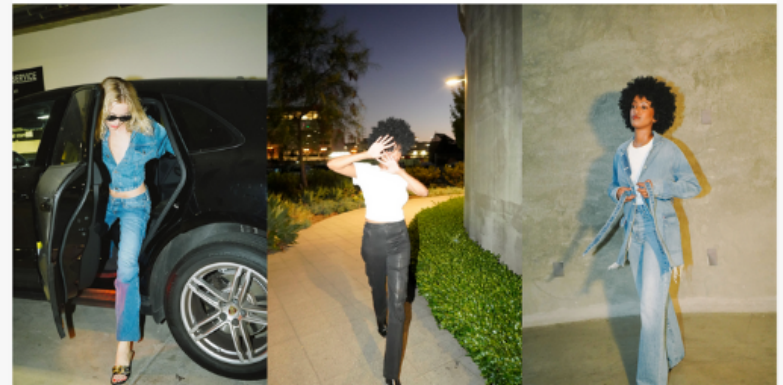
# marketing campaign development



## BOOKED & BUSY

Well-tailored, wearable and ready to take on the world. Our latest capsule collection is complete with looks that are sustainably made for everyday appeal with a hint of 90's nostalgia. Because anywhere can be your runway.

SHOP NOW



FIND YOUR FAVE

# arts reporting

As a journalist, I've covered culture, lifestyle and art politics for publications like *Hyperallergic*, *Los Angeles Times*, *The Art Newspaper*, and more.



## Dancers Call for Fair Wages During Joan Jonas Performance at Getty

Performers say they received a \$1,000 flat rate for a week of work including rehearsals and performances in 80-degree weather.

Angella d'Avignon July 16, 2024



## Artists Rally at Hammer Museum After Arrests at UCLA

Police thwarted efforts to build a new Gaza Solidarity Encampment on the campus earlier in the week.

Angella d'Avignon June 15, 2024

# HYPERALLERGIC



## THE ART NEWSPAPER



### Public art // News

## Los Angeles authorities criticised for art project to 'beautify' areas after unhoused people living in vehicles moved

In a city facing an acute housing crisis, and where around 14,000 people live in their vehicles, the initiative sparked a swift backlash from artists and housing advocates

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### Museums & Heritage // News

## Museum of Contemporary Art San Diego's recently closed downtown location to become Navy Seal Museum

The handover of the historical building, with an interior designed by Robert Irwin, marks the end of MCASD's presence in downtown San Diego

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