

KELSEY FAVELLE

WRITER | EDITOR | CONTENT CREATOR



SKILLS + INTERESTS:

- Story-Telling
- Project Management
- Community-Building
- Photography
- Shower-Singing
- Cat-Cuddling
- Gardening

PUBLISHED WORKS:

[Saje.com Blog](#) | Deep Forest Diffuser Blend: A story of Impactful, Local Partnership

[Saje.com Blog](#) | Sleep Rituals to Help You Invest in Rest: 6 Tried and True Nighttime Rituals that Will Put You To Sleep

[Saje.com Blog](#) | How to Use Journaling to Feel Happier and Inspire Wellness

[Saje.com Blog](#) | Mother (Nature) Knows Best: A Mother's Day Gift Guide

[Tidy Club](#) | Professional Website

[MariklaRanCreative.com](#) | Professional Website

EDUCATION:

SIMON FRASER UNIVERSITY

Bachelors of Environment

2016 Graduate

A diverse curriculum that spanned policy analysis, technical innovation, social intersections and community activation.

UNIVERSITY OF CALIFORNIA, DAVIS

Strategy of Content Marketing Certificate

Completed September 2020

DIGITAL MARKETING INSTITUTE

Social Media Marketing Specialist Certificate

Completed February 2022

CONTACT INFORMATION:

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Email: kfavelle@gmail.com

LinkedIn: [Kelsey Favelle](#)

WORK EXPERIENCE:

FREELANCE COPYWRITER, EDITOR + CONTENT CREATOR

January 2022 - Present

- Manage and meet client needs against dynamic timelines
- Learn, embody and contribute to highly diverse brand personas
- Research brand identities and audiences

JR. PRODUCT COPYWRITER

Saje Natural Wellness | September 2020 - December 2021

- Write all product packaging copy in alignment with creative briefs, fulfillment calendars and regulatory requirements
- Present all assignments to Executive Team for approval
- Write new and maintain existing online product description pages
- Maintain an internal database of product packaging copy
- Partner with designers to co-create [emails](#), in-store signage and digital marketing materials
- Understand, embody and contribute to the brand voice

CONTENT CONTRIBUTOR

Saje Natural Wellness | November 2019 - December 2021

- Plan content in alignment with omnichannel marketing calendar
- Maintain accountability to dynamic plans
- Create written content for blog and video content for social media channels

COMMUNITY EXPERIENCE LEAD: RECRUITING, RESOLUTIONS, TX + SOCIAL ENGAGEMENT

Saje Natural Wellness | February 2018 - September 2020

- Performance and channel management of CX, TX & Social Engagement Team Members
- Develop and launch an internal first-point-of-contact channel for 75+ Retail Teams (TX)
- Plan and execute bi-weekly internal communications to align 50 person team (Vancouver & Toronto)
- Resolution creation for all escalated conflicts, including damage to personal property, personal injury or adverse reactions to product
- Full cycle recruitment of all 2019 candidates, totalling 45
- Team KPI management and reporting
- Creation and maintenance of multi-channel templated responses
- Relationship development with cross-functional partners

KELSEY FAVELLE | WRITER, EDITOR, CONTENT CREATOR

BLOG CONTENT

Saje Natural Wellness | ["A story of impactful, local partnership"](#)

Saje Natural Wellness | ["Sleep rituals to help you invest in rest"](#)

Saje Natural Wellness | ["How to use journaling to feel happier and inspire well-being"](#)

EMAIL

Saje Natural Wellness | ["Press Play"](#)

Saje Natural Wellness | ["Saje Book Club"](#)

Saje Natural Wellness | ["Blowing up on IG"](#)

Saje Natural Wellness | ["We're Dropping Two New Singles"](#)

SOCIAL CONTENT

[@glasshouse.handmade](#) | my small business

[@sajewellness](#) | [Mindful Pocket Farmacy Launch](#)

[@givinggiftsca](#) | all content, november 23, 2021 - march 25, 2022

WEBSITE BUILDS

Tidy Club, vancouver | [www.mytidyclub.com](#)

Marikla Ran Creative, vancouver | [www.mariklarancreative.com](#)

PRODUCT DEVELOPMENT

Saje Natural Wellness | [Aroma Rise Diffuser](#)

Saje Natural Wellness | [Gua Sha Facial Duo](#)

Saje Natural Wellness | [Konjac Kare](#)

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VANCOUVER, BC