

BECKY RANDEL MANUEL
COPYWRITER. CONTENT CREATOR. STORYTELLER.
WWW.BECKYRANDEL.COM 305-342-7990

SENIOR COPYWRITER, NORWEGIAN CRUISE LINE

11/21 – PRESENT

- Develop innovative marketing concepts for both consumer and trade audiences. Function within the in-house agency (Rebel Creative) which demands a fast-paced, team-oriented approach.
- Participate in the full strategic creation of TV/YouTube commercials. This includes ideation, storyboarding, script writing, revisions, shoots, final edits and a full advertising campaign built around the spot – headlines, subheads, body copy, social media and more.
- Write copy for numerous communications efforts including brochures, direct mail pieces, web banners, excursion descriptions, itineraries, brand guidelines, social media and more. Maintain a consistent style and voice across all pieces and readily incorporate changes.
- Collaborate daily with colleagues in design, social media, food and beverage, product and sales to develop fitting copy and unique concepts for a variety of marketing initiatives and audiences.
- Work with data team to identify travel trends and understand existing and potential NCL guests.

DIGITAL CONTENT CREATOR, THE CITY OF MIAMI

2018 – 2021 (FULL-TIME), PRESENT (AS NEEDED)

- Initiated the full migration, content creation and site navigation for The City of Miami's new website, www.Miamigov.com. Created over 800 pages of content.
- Organize the site navigation and continuously oversee the complete back end of the website.
- Work with directors and employees of every department in The City to identify and translate government services into clear, easily digestible, step-by-step procedures and forms.
- Edit and update site content on a daily basis. Analyze feedback and monthly analytics.
- Teach a "Digital Service Academy" to train employees on digital writing skills and the CMS.
- Lead quarterly user experience and user interface testing (UX/UI).

REPORTER/CONTRIBUTOR – PEOPLE MAGAZINE, PEOPLE.COM

2011 - PRESENT

- Pitch and cover events and red carpets, conduct celebrity interviews and turnaround stories within hours for immediate online postings.
- Source, pitch and write stories for various sections of PEOPLE including film & TV, fashion, lifestyle, parenting, food, music, travel and real estate.
- Work with editorial teams on longer feature stories. Interview sources, pull quotes, submit formatted writing, and file reporting by deadline.
- Nurture relationships with talent, PR representatives, and sources around the country.

FREELANCE COPYWRITER, SOCIAL MEDIA CONTRIBUTOR & JOURNALIST

2004 - PRESENT

Women's Health, The Flexible Dieting Coach, Starwood Hotels, NetJets, Oliphant Design, W Magazine, Yahoo Entertainment, Entertainment Weekly, The Miami Herald, Mommy Nearest, American Way & more.

- Write copy for a wide variety of channels including emails, advertisements (video and print), websites, social media, direct mail, trade, product videos, brochures, and more.
- Research each client's voice, goals, and philosophy to tailor copy & storytelling accordingly.
- Pitch, source and write stories for a variety of publications.

SENIOR COPYWRITER & MARKETING DIRECTOR, PARAGON THEATERS

5/2010 – 7/2012

- Wrote all materials around the launch of a new movie theater company including website content, brochures, pamphlets, promos, emails, newsletters, press releases and more.
- Secured and maintained relationships with **Disney, Warner Brothers, Sony, Universal, & Paramount** to create cohesive marketing campaigns and special events.

- Wrote and executed full co-marketing programs with partners such as **The Seminole Hard Rock, Miami Children’s Museum, University of Miami, Boys & Girls Club and Ritz Carlton.**
- Pitched media outlets and secured stories in publications such as **USA Today, The Miami Herald, Deco Drive, NBC/ABC/CBS and Miami New Times.**

SENIOR MARKETING MANAGER, AMG WORLDWIDE

1 / 2007 – 3 / 2010

- Managed the global marketing for selected accounts at a boutique advertising agency.
- Wrote and edited numerous client pieces including press releases, websites, brochures, newsletters, emails and invitations.
- Wrote and produced a series of videos for The Golf Channel.

JUNIOR COPYWRITER, CONDE NAST PUBLICATIONS

1 / 2005 – 1 / 2007

- Wrote advertorials for clients seeking “edit-like” copy for their advertising campaigns.
- Drafted and authored full-scale marketing proposals and merchandising presentations for magazines including **Bon Appetit, Condé Nast Traveler, VOGUE, Wired and Self.**
- Conceptualized unique partnerships for clients such as **Carnival Cruises, Perry Ellis, Jardin, Grey Goose and Florida Tourism.**

NEW LINE CINEMA, NEW YORK, NY

8 / 2001 – 1 / 2005

Production and Development Executive (2003-2005), Assistant to VP of Production (2001-2003)

- Sourced screenplays, plays, and pre-published manuscripts as potential material to be optioned for film. Negotiated with agents to secure “first-look” opportunities and finalize purchase deals.
- Participated in the full development process of feature films including acquiring material, talent scouting, discovering and selecting screenwriters/directors, conducting story meetings & notes and evaluating cast.
- Read and appraised books, manuscripts and screenplays and composed detailed summaries and evaluations for corporate executives based on feature film or TV potential.
- Worked on production/development team for projects such as **About A Boy, Little Children, The Time Traveler’s Wife, Iron Man and Freddy Vs. Jason.**
- Collaborated with the public relations and marketing team for the “*Lord Of The Rings*” Trilogy, The Tribeca Film Festival and “*About Schmidt*”.

EDUCATION:

- University of Maryland, College Park - Bachelor of Arts, Communication. **4.0 GPA within major.**
- Sarah Lawrence College, Writing Institute – Ongoing Studies.