

REBECCA DARLING

WRITER & BRAND STORYTELLER

Mobile: 323-375-4616

Email: rebeccaemilydarling@gmail.com

Website: www.rebeccaemilydarling.com

Location: Los Angeles, CA

MORE ABOUT ME

I'm a writer, artist, and creative branding consultant with a background in fashion and graphic design. I specialize in writing imaginative copy and scripted content, and combining technology with storytelling in innovative ways. My branding instincts are nuanced and unique, backed by a decade of running my own business, an expertise in color psychology, and an interest in human behavior.

I'm passionate about helping brands and artists find their voice and image so that everything they do stands out and shines.

SKILLS

- Copywriting
- Copy and line editing
- Fiction writing
- Creative nonfiction writing
- Graphic design
- Sales deck design
- Photography
- Photoshop
- Photo retouching
- Digital collage / illustration

WORK BACKGROUND

Director of Storytelling

HUXLY, 2022-ONGOING

- Lead writer on all scripted material and PR
- Crafts intricate, immersive narratives for all content
- Manages, trains, and copyedits writing team
- Designs and creates all sales decks and pitches

Teaching Innovator

CHRYSALIS FITNESS & WELLNESS 2021-2022

- Implemented all new class designs and formats
- Designed and workshopped new exercises
- Wrote and copyedited teacher scripts
- Trained teaching staff on new techniques

Founder

ROCOCO VINTAGE, 2008-2018

- Sourced vintage clothing from all over the country
- Implemented distinctive product photography style
- Art directed and photographed all branded content
- Created unique and consistent brand voice
- Did all graphic design and website building
- Managed all social media and advertising
- Managed and trained all employees
- Wrote all branded copy

PUBLICATIONS

- HUFFPOST
- MODERN LOSS
- HELLOGIGGLES
- INSTAGRAM DIRECT (SCRIPTED)