

REBECCA HARRIS

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Over 16 years copywriting & brand strategy launching new brands, reinventing iconic ones, cultivating a talented team and dabbling in art direction, too.

EXPERIENCE

2013.2025

Carter's, Inc. | Sr. Copy Manager

Leading copy and content strategy for Carter's, OshKosh B'gosh, Little Planet & Otter Avenue. Crafting brand voices from scratch, redefining copy style and brand strategy. Directing on-figure photoshoots for trend-forward projects. Growing the team responsible for thousands of product descriptions per month, all retail signage, digital campaigns, packaging, direct mail, blog articles, storytelling site experiences, brand activations and all store initiatives.

spring 2023

Freelance | Brand Strategy Copywriter

Refining and polishing the brand voice and brand book for a well-known bridal brand, setting them up for a new chapter.

2009.2013

Haverty's Furniture | Sr. Copywriter

Writing, art directing, producing and proofing television, radio, direct mail, retail and social media campaigns.

2008.present

Lolliday Studio | Founder

Event design specializing in invitations, calligraphy, extraordinary balloon installations, backdrops and more. Formerly Felicity By Rebecca.

EDUCATION

2006.2008

Advertising Copywriting, Graduate Degree

Portfolio Center; Atlanta, Georgia

2002.2006

Bachelor of Arts in Advertising; Minor in Marketing

Cum Laude, President's List & Dean's List

Texas Tech University; Lubbock, Texas

ENRICHMENT

AIGA Professional Development Committee • Texas Tech Advertising Federation • Kappa Tau Alpha Mass Communications Honor Society • Gamma Beta Phi Honor & Service Society • Texas Tech Women's Chorus • Montgomery Elementary Room Parent