

Alex (Alexandra) Kochon

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Senior Copy Editor | Product Copy Manager | UX & Retail Copywriter

PROFILE

Writer, editor, and product copy specialist with 10+ years of experience creating engaging content across digital and print platforms. Currently the sole copy editor for The Orvis Company, managing product copy and reviewing all customer-facing content to ensure accuracy, consistency, and alignment with brand voice across web, email, paid social, retail, and wholesale channels. Background includes journalism, magazine publishing, SEO-driven product writing, and editorial workflow management.

EXPERIENCE

**Senior Copy Editor, Product Copy Manager & Copywriter, The Orvis Company;
Sunderland, Vt. (Remote) Dec. 2018 Present**

Manage high-volume product copy across all categories, overseeing PDPs, PLPs, and supporting marketing content to ensure accuracy, SEO alignment, and brand voice consistency

- Edit and approve creative copy across web, email, retail, catalog, and paid social channels
- Write digital and retail marketing content, including banners, signage, print ads, mailers, and sitewide promotional messaging
- Serve as UX writer for Orvis.com, refining navigation labels, filter copy, and customer-facing messaging to improve usability and consistency
- Standardize product specs, benefits, and naming conventions while maintaining the Orvis house style guide
- Collaborate with UX, merchandising, product development, e-commerce, and creative teams to deliver cohesive customer-facing content
- Manage seasonal product copy workflows, coordinating assignments, deadlines, and cross-functional approvals
- Tools: Salesforce Commerce Cloud, Talkoot, Workfront, Adobe Experience Manager, Figma, Smartsheet, SharePoint

Editor & Co-Founder, Ride On! Magazine; Southern Adirondacks, N.Y. Jan. 2019 Present

- Co-founded and edit a biennial regional outdoor recreation magazine distributed throughout upstate New York (10,000 circulation)
- Produce and edit 50+ page print and digital editions featuring trail guides, maps, and feature stories
- Manage editorial planning, contributor coordination, copyediting, layout collaboration, and print production
- Created and manage website (RideOnAdk.com) and social media channels

Production & Marketing Coordinator, iPub Cloud International; Mesa, Ariz. (Remote) January 2023 July 2024

- Coordinated editorial and production workflows for a hybrid publisher specializing in children's and young adult books
- Edited manuscripts, marketing copy, author bios, and landing pages using AP style
- Managed project timelines and workflows in Asana while coordinating with authors, editors, designers, and marketing staff
- Created Amazon A+ content and uploaded final files to Amazon KDP and IngramSpark
- Designed promotional materials using Canva and Adobe Express
- Served as liaison between authors, contractors, and internal teams to ensure smooth production and timely publication

Copy Editor, Boulder Nordic Sport; Boulder, Colo. (Remote) 2022 2024

- Proofread and edit the annual retail catalog/magazine for the 2022/2023 and 2024/2025 winter seasons
- Collaborate with owners and designers to ensure accuracy, clarity, and editorial consistency

Category Expert & SEO Writer, Curated; San Francisco, Calif. (Remote) 2020 2025

- Wrote SEO-driven product copy, expert reviews, and articles for winter sports and baby/toddler gear
- Selected for the "Tiger Team" for editorial excellence

- Helped launch the baby/toddler gear category and contributed to building the internal writing platform

Freelance Writer, Various Media Outlets (Remote) 2009 Present

- Contributor to Adirondack Sports & Fitness, Glens Falls Living, FasterSkier, and other outlets
- Write profiles, features, outdoor recreation stories, and fitness content

Managing Editor, FasterSkier; Williamstown, Mass. (Remote) 2011 2018

- Led editorial operations for the internationally known and industry-leading cross-country skiing news site
- Reported live at the 2014 Sochi Winter Olympics and multiple Nordic World Championships
- Managed staff, editorial planning, and content strategy; built key industry relationships

ACE-Certified Personal Trainer, Fitness In Motion; Queensbury, N.Y. 2012 2020

- Provided individualized fitness coaching and led cycling classes

Staff Writer; The Post-Star; Glens Falls, N.Y. 2009 2011

- Covered local and high school sports as a sportswriter for the leading local newspaper; won 2009 APSE and NYS AP awards
- Pitched and wrote weekly “Anything Active” fitness column, featured on the front page of the sports section
- Collaborated with the news department on an impactful anti-bullying series
- Assisted with layout in InDesign and front-to-back newspaper proofreading

Intern; Olympic News Service, Beijing Olympics 2008

- Produced press quotes and releases covering boxing and track & field
- Interviewed Usain Bolt after his world-record 100m performance
- Quotes appeared on AP, Reuters, Xinhua, and Olympics.org

EDUCATION

Emerson College, Boston, Mass. **Bachelor of Science in Print/Multimedia Journalism, 2009**

- Summa cum laude • GPA 3.88/4.0 • Gold Key Honor Society
- Minor: Photography • Women's Soccer Team (Senior Captain)
- Published in *The Boston Globe* and wrote for *The Berkeley Beacon*

SKILLS & TOOLS

• Editorial & Content

Copyediting (AP & Chicago Style), product copy management & product copywriting, UX & retail copywriting, product naming & naming conventions, SEO content, editorial workflow management, brand voice governance, cross-functional collaboration

• Publishing & CMS Platforms

Salesforce Commerce Cloud, Adobe Experience Manager (AEM), WordPress, Wix

• Editorial & Collaboration Tools

Talkoot, Workfront, Smartsheet, SharePoint, Asana, Figma, and Google Workspace (Docs & Sheets), Microsoft Excel, Microsoft Teams, Microsoft Outlook

• Design & Marketing Tools

Adobe InDesign, Adobe Acrobat, Canva

• AI-Assisted Editorial Tools

ChatGPT, Google Gemini

VOLUNTEER WORK

- Race director: River Run for the Roots & Stinson Lake 5K Run/Walk (raising \$100K+ combined)
- Toy distribution organizer: Operation Santa Claus (Adopt-a-Child program)
- Camp counselor: Under the Woods Foundation (supporting autistic children)