

shonquismoreno

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Seasoned and versatile. Journalist and copywriter with more than 25 years of experience crafting compelling content across various channels for leading international brands and publications. Collaborative, self-motivated, highly organized, with a keen eye for detail and a passion for storytelling. Adept at writing for diverse audiences and seeing the cultural in the commercial.

experience

PAPER Magazine / Freelance Copy Editor / 2022 - Present

Editing and proofing English-language arts and culture magazine published by design studio and concept shop Sanayi313.

Pottery Barn / Senior Copywriter / Sept 2021 - Present

- Write 700 product pages per season, develop voice and tone for \$4 billion keystone Williams-Sonoma retailer, enhancing brand consistency, customer conversion, engagement.
- Collaborate remotely and in-office with cross-functional teams, including eCom, merchants, and product designers, to streamline information dissemination and improve communications.
- Utilize Airtable databases and a large content management system to manage and organize content, ensuring accuracy and timely delivery.

Freelance Communications & Copywriter / 2007 - Present

Write communications, marketing copy and brand collateral, including press releases, brand manifestos, book proposals, artist statements, lookbooks, magalogs, online retail (web copy and product editorial), email announcements. *Clients: Gilt, Kikkerland, Kohler, Paşabahçe, Corral.*

Freelance Journalist & Author / 1998 - Present

- Enterprise, research, report, write and edit content for renowned international publications, including *Wallpaper, Dwell, T The New York Times Style Magazine, Kinfolk, Architectural Record, Metropolis, I.D., Departures, Interior Design, Whitewall, Fast Company*, among others.
- Produce compelling, accurate, on-time articles, covering art, design, architecture and travel.
- Collaborate with top-tier publishers, including Phaidon, Gestalten, BEI Brazil, Berg and Birkhauser, ensuring engaging, high-quality content delivery and consistency.

Gestalten / Lead Author / 2008 - 2018

- For Berlin-based, English-language publisher, co-edit, research, report and write design books.
- Track architectural and design trends and personalities.
- Conduct in-depth research and reporting, ensuring high-quality and accurate content delivery, contributing to the success of best-selling publications.

I.D. Magazine / Web Editor / 2008

Enterprise and write four design news posts weekly for national product design magazine.

Surface Magazine / Design Editor / 2006 - 2008

Member of senior staff, producing avant-garde design, fashion and culture magazine.

Dwell Magazine / New York Editor / 2005 - 2006

For residential architecture magazine, enterprise content, report and write features, speak at industry events.

Frame Magazine / Editor / 2004 - 2014

- Part of senior staff and long-time contributing editor, producing international, English-language interior architecture publication, enhancing brand presence and engagement.
- Enterprise, report and write news and features, including criticism and reviews of world-class design events like the Milan furniture fair, increasing the magazine's influence across design-adjacent industries.

Razorfish / Senior Content Strategist / 2000 - 2001

Develop web content, write user scenarios for online design solutions provider.

Multiple Publications / Researcher & Fact Checker / 1995 - 2004

National Geographic (1995-1997), *Esquire* and *Town & Country*

education

Columbia University Graduate School of Journalism / Master's Degree 1997 - 1998

Columbia College, Columbia University / Bachelor's Degree 1989 - 1993

Cultural Anthropology and Political Science

skills

Copywriting • Communications • Journalism • Reporting • Research & Fact Checking • Profiles • Storytelling • Short- & Long-Form Writing • Print & Web • Versatility • Airtable • Figma • CMS