

shonquis moreno

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Versatile writer and editor with experience spanning journalism, copywriting, and cultural analysis, pairing factual rigor with storytelling expertise to deliver insight-driven content across print, digital, and branded platforms. Creative and collaborative. Adept at writing for diverse audiences, finding the human behind technology, and recognizing the cultural in the commercial.

- Fluent in long- and short-form editorial and high-volume marketing content, with work featured across major brands, such as RH, Kohler, and Pottery Barn and in *T: The New York Times Style Magazine*, *Wallpaper*, and *Kinfolk*.
 - Known for translating complex ideas and cultural trends into accessible, emotionally resonant stories whether serving as an editor for *Dwell* and *Surface*, drafting brand manifestos, or crafting product copy that engages, converts and connects.
 - Brings a deep visual sensibility shaped by early experience in photo editing, and a strategic mindset grounded in research, audience awareness, and voice adaptation.
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select experience / Brand Communications & Copywriter

Senior Copywriter / Pottery Barn, San Francisco, CA / Remote / 2021 - 2025

Write high-volume, emotionally resonant product copy for \$3B Williams-Sonoma brand, collaborating with cross-functional teams to support brand alignment, customer engagement, and conversion.

- **Product Storytelling & Brand Consistency:** Write ~700 product pages per season, develop brand voice and style guidelines to craft engaging copy that converts and connects across a dynamic inventory.
- **Leadership & Operations:** Manage content workflow using AI, Airtable, Adobe Experience Manager CMS, Figma, Monday, ensuring timely delivery and error-free execution. During a year-long leadership transition, lead Core product initiatives, manage junior writer, formulate calendars, improve information-sharing among cross-functional partners.

Communications & Copywriter / Freelance / 2007 - Present

Create marketing content for design-driven clients, including RH, Gilt, Kohler, Kikkerland, Paşabahçe, Lindsey Adelman Studio, BDE New York, Arman Suciyan, and Corral Design. Deliver brand manifestos, press releases, book proposals, social media, collection concepts, product copy, brochures, etc. across print and digital channels.

- **Brand Voice Development & Content Creation:** Partner with designers, brands, and artists to craft tailored communications to define or refine their unique brand voices.
- **Client Messaging & Profile Elevation:** Develop compelling communications for global brands and emerging studios and artists, tailoring voice and messaging to build recognition, trust, and audience connection.

With earlier experience as a senior content strategist at Razorfish and freelancer for Ogilvy One, AnswerThink, and Grow Network, creating digital content.

select experience / Journalism & Books

Journalist & Author / Freelance / 1998 - Present

Enterprise, research, report, write, and edit features, news stories, and essays for leading publications, including *Wallpaper*, *Dwell*, *T: The New York Times Style Magazine*, *Kinfolk*, *Metropolis*, *Departures*, *Architectural Record*, and *Fast Company*, collaborating with editors and publishers around the world to deliver culturally resonant content across print and digital platforms. Select articles: *Kinfolk*, "House Tour: Blunk House", Summer 2025 • *Wallpaper*, "Saving Grace", profile of sculptor Ido Yoshimoto, August 2024 • *Wallpaper*, "Warp Factor", profile of artist Sheila Hicks, April 2011 • *Metropolis* (cover story), "A Walk in the Woods", Slack's new San Francisco headquarters, June 2019.

Contract Book Author / Gestalten, Phaidon, Kinfolk, et al / 2005 - Present

Enterprise, report, research, and write dozens of design and architecture books for international publishers, including Gestalten, Phaidon, Kinfolk, Birkhäuser, Onomatopée, MAK, Berg, and BEI Brazil. Translate design trends and cultural movements into compelling content, contributing to the success of best-selling publications, such as: *Designed for Life* (Phaidon, 2024) • *The Architecture of Chanel* (Phaidon, 2023) • *The Chamber of Curiosity: Apartment Design & the New Elegance* (Gestalten, 2014) • *The Eye: How the World's Most Influential Creative Directors Develop Their Vision* (Kinfolk, 2018).

- **Cultural Analysis & Content Development:** Research global design and architecture trends to craft long-form essays for book prefaces, chapter introductions, features, portraits, product and project texts, partnering with editors to shape curated volumes reflecting shifts in international culture.

Freelance News Editor / I.D. Magazine / New York, NY / 2008

Enterprise, report, write four design stories weekly, post using a CMS to ensure timely publication. Help drive repeat web traffic and strengthen online presence during a critical digital transition period for print media.

Design Editor / Surface Magazine / New York, NY / 2006 - 2008

Member of senior staff, involved in all aspects of conception and production of bimonthly publication: improve non-fashion design coverage, assign and edit writers, guide design photo shoots, manage interns. Curated design gallery during International Contemporary Furniture Fair, extending brand presence beyond the pages of the magazine.

New York Editor / Dwell Magazine / New York, NY / 2005 - 2006

Enterprise content, report and write features, represent architecture publication across the eastern US, international fairs, and industry events. Contributed to unusually high audience engagement, deepening of relationships with creatives and advertisers, expansion of the publication, and elevation of its profile.

Foundational senior editorial role at Frame magazine, with earlier experience at National Geographic, Town & Country, Esquire, and Magnum Photos, across research, reporting, writing, editing, and photo editing.

select experience / Trend Research & Cultural Curation

Independent Design Consultant / New York & Istanbul / 2010 - 2018

Advise companies and creatives—including real estate developer Nef, textiles brand Wolf-Gordon, and the Istanbul Foundation for Culture & Arts (IKSV)—on using design to enhance brand image, environments, and audience engagement. Plan design-focused events and travel, conduct trend research, and facilitate strategic introductions between designers and clients.

- **Design-Led Brand Experience:** Planned NYC travel itinerary for press and investors, including behind-the-scenes access to a gallery's storage depot, positioning the client as an industry innovator.
- **Strategic Design Partnerships:** Advised a Turkish developer on brand differentiation by connecting it with emerging UK/EU designers to create pay-to-play recreational residential interiors, resulting in national recognition for market innovation.

Freelance Trends Reporter & Writer / The Future Laboratory / 2010 - 2012

Research and analyze emerging design and cultural trends, conduct interviews, write case studies to deepen reader engagement and authority of Berlin-based trend-forecast publication, *LS:N Global*.

education

Columbia University Graduate School of Journalism / Master's Degree
Columbia University / B.A. Cultural Anthropology & Political Science