

**HELLEN  
CAROLINE  
KERR.**

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**conseil éditorial & gestion de projet • conception-rédaction • copywriting & traduction**

**FR** Je suis spécialisée dans la conception-rédaction éditoriale, la création de contenu, & la traduction pour les secteurs du luxe et de la beauté.

Parfaitement bilingue, je maîtrise l'ensemble de la chaîne éditoriale, de la prise de brief au livrable.

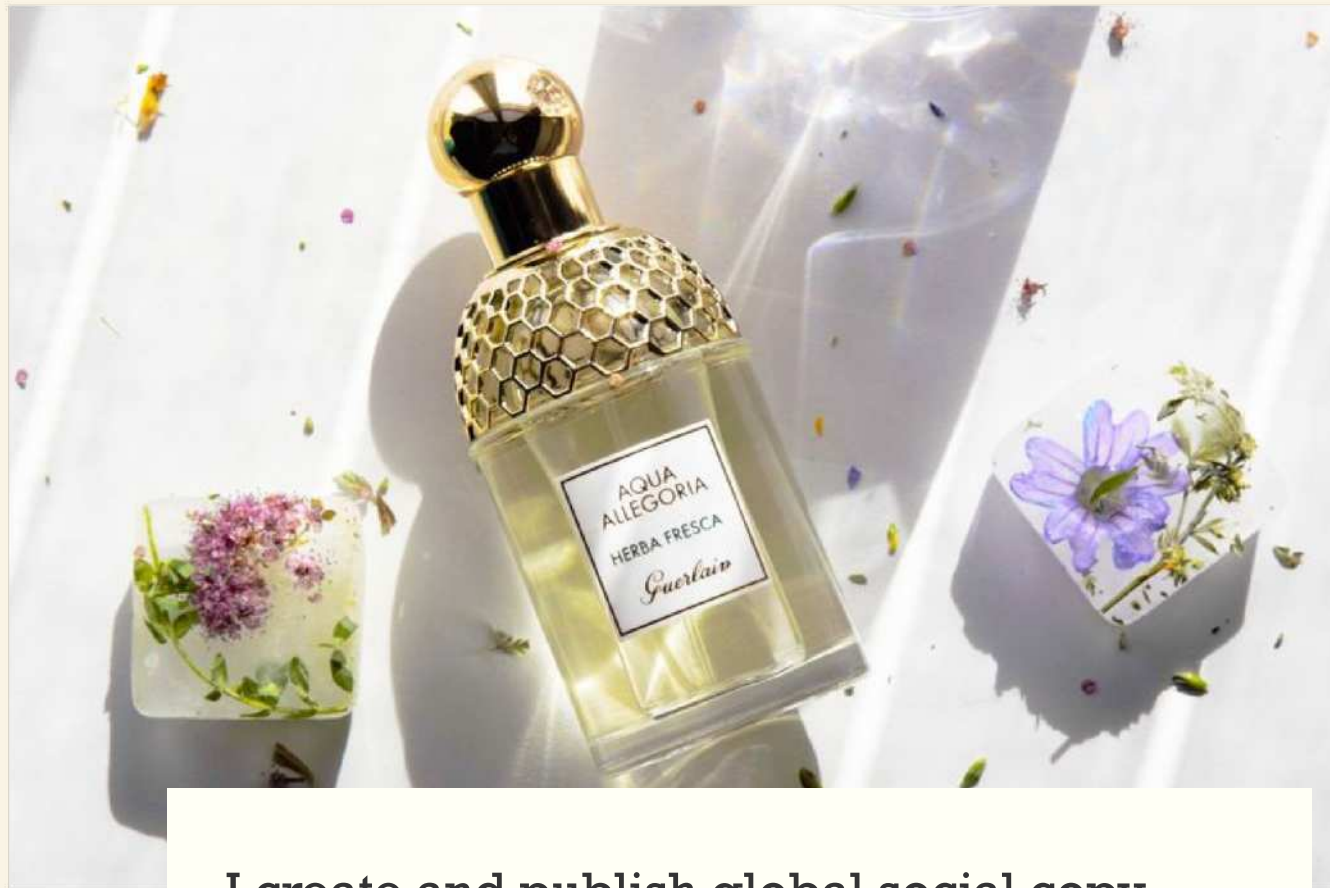
**editorial project management • creative concepts • copywriting • translation**

**EN** I'm a bilingual creative with a focus in luxury, fashion and beauty.

I'm fully fluent in English and French, specialising in concept creation, copywriting, and translation. Able to manage complex editorial projects from A to Z.

# GUERLAIN

DIGITAL, EDITORIAL & SOCIAL COPY  
CONCEPT CREATION  
COMMUNITY MANAGEMENT



I create and publish global social copy and assist with global content coordination.

I also pitch, write and proofread international editorial & video content, press releases, paid media, e-retail content, claims...

# CLARINS

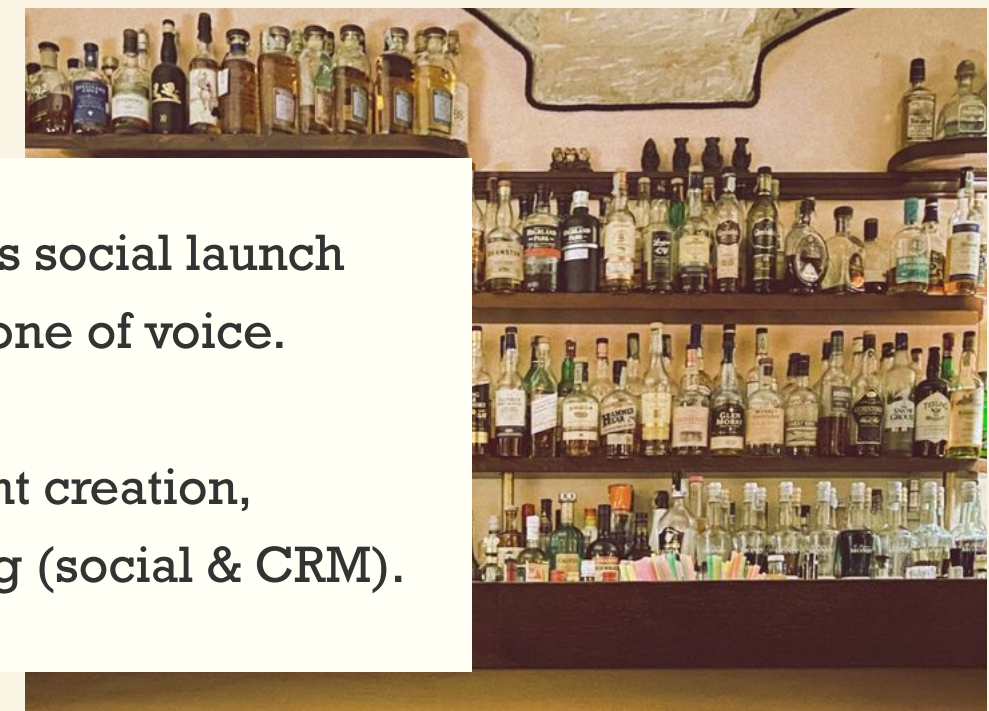
UX DESIGN

Working alongside the graphic designer, I copywrite and co-design digital assets for worldwide launches.



# EMINENTE

DIGITAL & SOCIAL MEDIA STRATEGY  
SOCIAL & CRM COPY



I helped prep the brand's social launch & defined the editorial tone of voice.

I also led monthly content creation, copywriting & publishing (social & CRM).

# LANCÔME

EDITORIAL BRANDED CONTENT



I helped pitch a short series of editorial content for the launch of Lancôme's digital magazine, Paris Inspires.

# VICHY LABORATOIRES

COPYWRITING  
COMMUNITY MANAGEMENT



I pitched, wrote, and proofread skincare pieces for Le Vichy Mag with interviews from featured dermatologists.

# L'OREAL PARIS

COPYWRITING



I pitched and wrote a mini-series covering Fashion Week catwalk beauty trends & street style.

I also produced branded content for L'Oréal, L'Oréal Professionnel and digital magazine Get The Look.

# SEPHORA

UX DESIGN & CRM



I pitch and write digital & CRM copy.