

## **Rosie Tweedale - freelance copywriter**

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I'm a creative copywriter with over 8 years of experience. Specialising in branding and with a strong digital background, I have experience in a range of sectors including: FMCGs, employer branding, sports, beauty, luxury, finance, education, heritage, tourism, and lifestyle.

My clients have included: The Post Office, Nationwide, Allianz, Wembley Stadium, RBS, Unilever, The FA, AXA, Dole, Hovis, MET Police, Accenture and De Beers.

### **Key Skills**

- Copywriting - websites, social media, emails, campaigns, blogging & long form copy
- Brand identity and development
- Content creation including art directing shoots and video production
- In depth understanding of UX and writing for the web

### **Experience**

#### *Freelance Copywriter*

*May 2017 - Current*

- Various copywriting placements for clients. I've worked in-house, remotely and in agencies.

#### *Head of Content - Hatched London*

*October 2015 - May 2017*

- Content and copy lead for all creative projects from brief to execution.
- Working on a range of briefs from rebrands, DM, campaign content, websites, emails, CRM, social media strategies and eCommerce.
- Clients included: Forevermark Diamonds, Walkers, Citroen, Cawston Press and Hever Castle.

#### *Freelance Copywriter*

*March 2015 - October 2015*

- Various digital projects creating content and copy for clients including the Post Office, Watts Gallery and Historic Royal Palaces.

#### *Digital Content Manager - LoveGold, World Gold Council*

*February 2014 - March 2015*

- LoveGold is a global digital brand commissioned by the World Gold Council to change the perspective of gold jewellery.
- Working with the wider marketing team and creative agencies, I crafted a plan for a constant stream of content, publishing daily across global markets. This included strategic planning, copywriting and art direction of all campaigns, emails, editorials and social media.

#### *Digital Content Manager - Think Alumni September*

*2013 - February 2014*

- Writing and managing successful email campaigns for a collective database of over half a million members.
- Managing website creation to completion including wire-framing, image selection, video production and copywriting.
- Creating and executing a dynamic social media strategy across Twitter, LinkedIn and Facebook, including daily updates.

#### *Travel Break*

*February 2013 - September 2013*

#### *Content Producer/Senior Account Manager - Skyron*

*January 2011 - February 2013*

- Production of digital content for clients including copywriting, video production, and art direction.
- Account managing various marketing projects for high profile clients such as KPMG and Bloomsbury.
- Implementing and managing several changes to the business management including introducing online time and project management systems.

#### *Education and Qualifications*

● IDM qualified in digital copywriting ● 2.1 BA (Hons) in Art History and English Literature from University of East Anglia ● A-levels in English Literature (A), Psychology (A) and Art (B) ● 11 GCSEs - all A/A\*

#### *Interests*

Exploring the world when I can, eating really good food and spending time with my favourite people.