Ellis Wiggins

Content Writer and Producer

Storytelling is the ultimate ingredient to any campaign, and the reason I do what I do. As the person bringing stories to screen, I can be creative, yet strategic; craft campaigns that generate results as much as they do emotions. This versatility means I'm able to take on briefs with a unique angle, producing work that meets client expectations and satisfies content-hungry audiences. My goal? To leave a lasting impression with every project and to bake a focaccia that is worthy of Stanley Tucci's seal of approval.

Contact

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London

Education

Bachelor of Arts with Hons

First-class in Comparative Literature and English Language and Linguistics

University of Kent, 2014-2017

Professional Skills

Short- and long-form content

Video, animation and audio scripts

Promotional copy inc. digital and social

Content ideation and campaign proposals

CMS management and Adobe Photoshop

Brand Portfolio

Fujitsu Hugo Boss UK Government
Snapchat Vodafone
Meta Abu Dhabi Go Türkiye

Experience

Digital Content Producer

CNN Create Creative and Brand Studio — Nov 2021 - present

I manage the creation of sponsored articles on cnn.com, ensuring the written and visual stories are both cohesive and meaningful. I also work with the social team to deliver compelling promotional content and support Strategy in putting together unique campaign proposals.

Lead Content Writer and Strategist

Studio Chapel — Sep 2019 - Nov 2021

As a start-up creative agency, I was in charge of building Chapel's copy capabilities for existing and prospective clients. This meant seeing briefs through from ideation to production and promotion, often learning on the job. While I created a suite of content for leading clients, I also worked on the branding for Chapel and sister illustration agency, The Different Folk.

Junior Content Writer

gyro — July 2017 - Sep 2019

During my time at gyro, I wrote, edited and planned content for a range of mediums, including editorial articles, digital banners, animation scripts and social. I supported the content strategy for various campaigns and the art direction of both video and imagery.

Interests

When my head isn't in a book and my ears aren't tuned in to Spotify, you can find me scrolling Instagram for that evening's dinner inspiration. There's nothing I enjoy more than discovering new recipes and experimenting with new flavours. Currently dominating my saved content is the food blogger sophsplantkitchen, who develops plant-based, high-protein and wholefood dishes—the perfect fuel for my latest obsession: Reformer Pilates.

Reference

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