


# Sophie Deering


## Senior Copywriter


An imaginative and versatile senior copywriter, with a sharp eye for detail and expertise in writing copy for content campaigns, web content, press releases, emails, social media and more.


With a background producing content for various industries, such as tech, fashion and leisure, I am currently looking for a content role that will allow me to showcase my creativity, as well as my strategic side.


## Skills


 **Copywriting and copy-editing:** For editorial, SEO, PR, marketing and UX

 **Research and data:** Data collection and analysis, writing surveys and desk research

 **SEO:** Keyword research and SEO copywriting

 **Digital PR:** Writing press releases and content for PR

 **Social Media:** Community management, content creation, strategy and paid

 **Performance reporting:** Monitoring and reporting social and content performance

## Contact

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## Professional Career

### Senior Copywriter - Greenlight Digital

*(digital marketing agency)*

Jan 2021 - Present

- *Midweight Copywriter*

Sept 2018 - Jan 2021

#### Responsibilities:

- Delivering copy projects for a range of clients across industries including tech (Currys), fashion (Selfridges, NET-A-PORTER), healthcare (Pfizer), interiors (Cox & Cox) and insurance (Hiscox)
- Planning and production of creative and data-led content campaigns using innovative data collection and research methods, as well as collaboration with experts
- Writing press releases, articles and blog posts for clients and other publications involved in link-building projects
- Crafting short and long-form web copy to meet SEO, UX and brand objectives
- Producing copy for marketing emails, social media and scripts
- Working with businesses to develop their brand and tone of voice
- Line-managing our Junior Copywriter, acting as a mentor in their development and providing support in managing workload and deadlines

#### Achievements:

- Playing a key role in the ideation and execution of a multi-page content campaign that exceeded its digital PR target by +75% by garnering 45 pieces of press coverage, and resulted in an +11.45% reach increase for target keywords
- Awarded internal 'Value Champion' prize for demonstrating effective leadership in the production and management of a complex copy project for a brand new client website
- Working to a tight timeframe to deliver SEO optimised copy for hundreds of on-site category pages in a large-scale copy project for a prestigious luxury fashion retailer

## Academic History

### Nottingham Trent University

BA (Hons) Media and Journalism (2:1)

2011-2014

- Modules include News Writing, Advertising, PR, and Journalism
- Platform Magazine: I was a regular writer for the university magazine

## Other experience

### Researcher – Datacenterpeople

July - Dec 2014

- Assisting the 360 recruitment process, from sourcing candidates to holding interviews

### Features Intern - Hello! Magazine

Feb & Aug 2013

- Assisting with research and writing of magazine and online stories

### Copywriter and Content Executive - Red Letter Days

April 2017 - August 2018

#### Responsibilities:

- Writing copy for the website, blog, social media channels, email and more
- Brainstorming and producing seasonal content and social campaigns
- Co-managing the blogger outreach programme – building relationships with influencers for involvement in Red Letter Days campaigns and blog content
- Organising quarterly outreach events in partnership with suppliers
- Reporting on weekly blog performance using Google Analytics
- Website admin - launch and removal of products from the website according to schedules and promotions, using bespoke CMS

#### Achievements:

- Contributing to the development of a new website by producing tone of voice, and SEO-led copy which boosted SEO ranking for a multitude of categories
- Helping shape a new blogger outreach programme to boost our back-link profile and brand awareness
- Involvement in successful cross-channel campaigns including #Wishmas, #MerryMemories and #RedOctober

### Copywriter and Social Media Manager - Zee & Co

March 2016 - April 2017

#### Responsibilities:

- Editor of the Zee & Co blog – writing and editing blogs, managing the content calendar, strategy & TOV
- Creating content for and managing the Zee & Co social media channels
- Writing SEO optimised product descriptions and category page copy

#### Achievements:

- Assisting in the redesign of the new blog in April 2016, by offering advice and suggestions on visual, copy and navigational aspects
- Implementing a new content strategy across the blog and social media channels, which saw a significant growth in traffic and followers

### Account Exec/Senior Account Exec - Link Humans

Jan 2015 - March 2016

#### Responsibilities:

- Editor of in-house recruitment blog, Undercover Recruiter – writing & editing regular blogs, coordinating a team of guest authors and managing social channels for the blog
- Email marketing for Undercover Recruiter and Link Humans
- Client work - writing articles, graphic design, developing social media strategies and delivering training presentations

#### Achievements:

- Growing the Undercover Recruiter audience from 750k to 1M monthly readers
- Helping to monetise Undercover Recruiter by adding a series of advertising options
- Assisting the organisation of the annual industry event #smlondon LIVE!