

Oliver Kuscher
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WORK

- 02/2021 – 27/2024 **Copywriter at U-studio, Unilever (OLIVER Agency)**
- Created engaging and brand-aligned copy across five Unilever digital hubs: Nutrition, Personal Care, Beauty & Wellbeing, Homecare, and Ice Cream
 - Delivered high-impact content for various digital platforms, including paid and organic social media, websites, email campaigns, online advertisements, and out-of-home advertising.
 - Ensured consistency in brand voice and messaging across all digital channels.
 - Collaborated closely with designers, marketers, and stakeholders to produce cohesive and impactful campaigns.
 - Adapted writing style to suit different target audiences and platforms while maintaining creativity and accuracy.
 - Utilised advanced AI tools, including crafting effective prompts for ChatGPT, to streamline and enhance content creation processes.
 - Conducted extensive metadata management to optimise content classification and improve searchability.
 - Performed SEO optimisation and managed extensive metadata tagging to increase visibility and drive traffic to Unilever’s digital properties.
 - Managed multiple projects simultaneously, meeting tight deadlines in a fast-paced environment.
- 11/2016 – 09/2020 **Junior Copywriter at Abel & Cole, London**
- Developed engaging, inspirational copy across various formats, including seasonal catalogues, social media captions, product descriptions, and digital content.
 - Created and optimised product descriptions with strategically integrated keywords for SEO.
 - Wrote homepage copy, ezines, sales emails, direct mail content, and customer retention materials.
 - Managed extensive metadata tagging to improve product discoverability and search functionality.
 - Produced long-form blog content to drive customer engagement.
 - Conducted market research and supplier visits to bring authentic brand stories to life.
 - Advocated for the Abel & Cole mission and values through brand-consistent storytelling.
 - Ensured technical accuracy and compliance with brand guidelines.

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WRITING SAMPLES

Follow the link to my portfolio: <https://oliverkuscher.journoportfolio.com>

03/2018 – 09/2022 **Album reviewer at The Line of Best Fit, London**

09/2013 – 11/2016 **Customer Services Assistant Team Manager & Social Media Champ at Abel & Cole, London**

Abel & Cole is an award-winning organic food delivery company.

- Managed customer engagement on social media platforms, responding to queries and fostering brand relationships.
- Edited and proofread public responses for reviews and ratings.
- Utilised analytical tools to measure content performance and optimise engagement strategies.
- Trained new inductees and managed department workloads.

12/2014 – 01/2017 **Features Writer at We Plug Good Music, London**

02/2012 – 01/2015 **Features Writer at DropoutUK, London**

02/2012 – 09/2013 **Social Media Coordinator at DropoutUK, London**

07/2012/ - 01/2013 **Social Media Coordinator at iLuvLive, London**

01/2009 -12/2012 **Promotions Manager/VP at Blak Magik Music, London**

Independent music label.

08/2007 – 09/2008 **Studio Assistant at Dean Street Studios, London**

01/2007 – 03/2007 **Assistant Audio Engineer at Imaginex Studios, Kuala Lumpur, Malaysia**

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EDUCATION

10/2015 – 11/2015

Music Journalism Bootcamp, The Journalism School

- A course led by Jennifer Lucy Allan, former online editor at *The Wire*, covering reviews writing, pitching and blogging, interview techniques, subbing, contacts building, law for music journalism, with a strong focus on independent music journalism
- Included guest speakers: Derek Walmsley (Deputy Editor, *The Wire*), Luke Turner (Co-founder, *The Quietus*) Phil Hebblethwaite (NME, *ViceUK*, *The Quietus*, former editor of *The Stool Pigeon*), Ben Beaumont-Thomas (Assistant Commissioning Editor for Culture, *The Guardian*)

10/2003 – 05/2006

BSc Hons Creative Music & Sound Technology, Leeds Metropolitan University

- Professional Skills for Music, Audio Recording Techniques, Musical Systems and Digital Audio, Computer Based Composition, Music Industry, Electronics for Audio Systems, Music and Sound Synthesis, Acoustics and Psychoacoustics, Music Technology in the Community, Audio Engineering

08/2001 – 05/2003

International Baccalaureate, The International School of Kuala Lumpur, Malaysia

ADDITIONAL SKILLS

Word: proficient

Excel: proficient

PowerPoint: proficient

CMS: proficient

Trello: proficient

HTML: basic

Photoshop: basic

Illustrator: intermediate

InDesign: proficient

Figma: basic
