

LOUISE VICTORIA CARLETON




Copywriter

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<https://www.louise-carleton-writes.co.uk/> United Kingdom

SUMMARY

As an experienced writer, I specialise in crafting persuasive jargon-free copy that cuts through the noise and converts to sales. Creative and enthusiastic, I make it my mission to understand exactly what it is my reader wants so my words hit the spot every time.

STRENGTHS

-  **Creative problem solver**
I approach challenges and obstacles with innovative and imaginative solutions.
-  **Curious**
I put myself in my reader's shoes so I can explore their needs and tailor content to reach them effectively.
-  **Versatile**
I can adapt my writing style, tone, and content to suit a wide range of topics, genres, audiences, or mediums.

SKILLS

- | | |
|------------------------|---------------|
| MS Office | WordPress |
| Squarespace | PowerPoint |
| A/B testing | Google Office |
| Proofreading | Editing |
| Stakeholder Engagement | |

EXPERIENCE

Copywriter

Frontiers

03/2022 - Present United Kingdom

- Responsible for writing and editing a variety of on-rand content including website copy, email campaigns, product copy and video scripts in the Frontiers style and tone of voice.
- Conducting research to stay up-to-date on industry trends and incorporating them into content.
- Analysing copy performance and implementing A/B testing strategies to optimize copy and improve conversion rates.
- Embedded in numerous project teams simultaneously to deliver dedicated content to deadlines, requiring sensitive stakeholder management.

Freelance Writer

Self-employed

04/2020 - Present United Kingdom

- Researching and producing a wide range of persuasive and engaging content for a variety of businesses across a number of industries and professions.
- Conducting keyword research and implementing SEO best practices to enhance online visibility.
- Undertaking extensive research where appropriate to ensure work is factually sound and thoroughly researched, including conducting interviews, engaging with clients and gathering testimonials, consulting industry reports and research papers.
- Able to craft a unique TOV for each client that effectively targets and appeals to the desired specific audience and mirrors the brand's ethos and style.

Content Editor

Treatwell

12/2020 - 07/2021 United Kingdom

- Created B2C blog and social media content that appealed to Treatwell's audience, covering a range of topics that included the latest beauty and wellness trends and ensured diverse audiences were represented.
- Responsible for strategic content creation and forward planning.
- Analysed the performance of previously published work.
- Contributed to the future editorial direction of the organisation in editorial meetings.

Commercial Account Manager

Treatwell

01/2019 - 07/2021 United Kingdom

Key Accounts Executive

Little Brown, Book Group

02/2016 - 12/2018 United Kingdom

Constable & Robinson - Sales & Marketing Assistant

Book Group

06/2011 - 01/2016 United Kingdom

EDUCATION

BA in English and American Literature

The University of Kent

09/2008 - 06/2011

A Levels & GCSEs

Queensbury Upper School

09/2002 - 06/2007