

Esmé Wharton

esme.wharton@gmail.com 07495726495

EXPERIENCE

Green Chef (HelloFresh Group) London — *Editorial Executive*

JAN 2023 - JAN 2025

- Shaping and leading the editorial function of Green Chef, editing recipes across a variety of nutritional needs and dietary preferences
- Creating bespoke recipe titles and descriptions for entire Green Chef menu
- Creating a brand handbook for leading training sessions to improve wider team's writing skills and empower accurate use of Green Chef's tone of voice
- Managing editorial content calendars, creating bespoke copy for seasonal moments and partnerships
- Created monthly newsletter for HelloFresh group, developing internal comms skills
- Refreshing recipe cards to enhance readability and customer experience, achieving a record low error rate
- Creating social media content calendar with Brand team and wrote all Green Chef SoMe posts across Facebook and Instagram

Calvin Klein & Tommy Hilfiger, London — *Content Assistant*

APRIL 2022 - JAN 2023

- Responsible for all seasonal product copy for both brands, working with key concession partners NEXT & John Lewis
- Managing and editing imagery assets with Photoshop for concession product pages
- Managing and submitting datasheets to concession partners
- Photoshoot production and styling, managing shoots

Meatless Farm, Amsterdam — *Marketing Assistant*

NOV 2021 - APRIL 2022

- Writing copy for the Meatless Farm platforms including the US 'Thanksgiving' campaign
- Responsible for the Spanish translation of marketing and advertising content
- Leading editorial photoshoots, managing and briefing external clients and photographers
- Created and managed the company's Digital Brand Asset Management system

MeeCBD, Remote — *Content & Marketing Intern*

APRIL 2021 - NOV 2021

- Research and writing of weekly articles for the online wellbeing journal and blog, from both a lifestyle and scientific perspective
- Management of all social media accounts – Instagram, LinkedIn, TikTok, Facebook using Canva and grid planning apps such as UNUM
- Management of customer outreach and daily online orders

Lippy Magazine, Leeds — *Lifestyle Editor*

OCT 2020 - JUNE 2021

- Edited lifestyle content and wrote for all areas of student-run magazine, produced biannual print copies and weekly online content
- Managed a team of 30 lifestyle writers
- Coordinated and conceptualised ideas with sub-editors

Hynt, Remote — *Editor & Content Writer*

FEB 2020 - APRIL 2021

- Researched and wrote weekly articles and interviews for the online travel publication
- Edited incoming submissions and coordinated with the team of editors
- Managed social media accounts – Instagram, LinkedIn, TikTok, Facebook



EDUCATION

University of Leeds – *BA Spanish*

SEPT 2017 - JUNE 2021

1st Class Honours

Awarded a 1st in my dissertation researching the role of feminism in the literature of Chilean author Isabel Allende.

Universidad de San Pablo, Madrid – *Spanish Year Abroad*

SEPT 2019 - JUNE 2020

Erasmus Year Abroad programme

Studied Literature, Sociology & History in Spanish

The Cheltenham Ladies' College A Levels, GCSEs

SEPT 2013 - JUL 2017

AAAB – History, Spanish, Politics, English Literature

10 GCSEs A* – A

LANGUAGES

English – Native
Spanish – C2
Dutch – A2

