

Charlotte Fellows

Writer & Content Strategist

About

A certified UX writer and experienced copywriter and content strategist, with a passion for helping people and brands solve problems and build meaningful connections with their audiences. Having worked in tech and marketing for the past seven years, I have developed skills critical to business growth and agility — designing, testing and improving digital experiences through strong, evidence-led content strategy and clear, creative writing.

Key projects:

- Guided 45,000 discovery+ users through disruptive Facebook Login deprecation
- Ensured 1,000 new members for a UK association through creative content strategy
- Retained 98% of likely-to-churn members for a UK association through email outreach
- Gained 15 qualified leads for a marketing agency by creating a 2020 industry report

See more of my work: <https://charlottefellows.journoportfolio.com>

Skills

- **Write:** Web pages, apps, articles, scripts and ebooks
- **Design:** UX, SEO, infographics and storyboarding
- **Create:** Figma, Office Suite, Wordpress and HubSpot
- **Collaborate:** Slack, Microsoft Teams, Trello and Monday.com
- **Communicate:** Flexibility, teamwork and E2E project management

Experience

05/2021 – Present

Discovery — discovery+ (Dplay Entertainment)

UX Writer for discovery+ EMEA

- Created and managed the editorial style guide for discovery+ in Europe
- Improved error messages and subscription packages based on user research
- Provided promotional copy for Tokyo 2020 and a new sport-based subscription
- Optimised onboarding and account management in collaboration with UX designers

09/2019 – 05/2021

Bright Innovation – Agile Marketing Consultancy

Creative Content Manager

- Streamlined content delivery by creating templates and an editorial style guide
- Repositioned Bright as a leading consultancy through persona work and user research
- Led a major change program to improve SEO, blog and website architecture

10/2017 – 06/2019

Vodafone Shared Services Budapest

Creative Copywriter – Digital Consumer Team

- Recognised as the go-to copywriter for urgent updates to product pages and FAQs
- Editor of the department's monthly newsletter and the 2018 Marketing Business Journal
- Earned the Vodafone Star Award for key projects such as ‘Vodafone Techstarter’

07/2016 – 10/2017

Albion Languages

Localisation Specialist & Copywriter

- Defined brand voice and style to secure position in the CE translation sector
- Improved UX on the English version of the main website to attract more UK business
- Expanded organic reach by publishing articles with GALA Global and ATC

08/2014 – 07/2016

Bilingual.hu

Head English Teacher for Year 5

- Innovated standard lesson plans to boost engagement and fluency
- Advocated and nurtured a cultural shift to focus on conversational activities
- Created guides about the program’s unique bilingual teaching methodology

05/2013 – 08/2014

The NFHS Network

Customer Service Manager

- Built the customer service department by recruiting and mentoring agents
- Improved customer service by writing better FAQs and agent scripts
- Gave reports on customer feedback and resolution procedures

Education

Jan. – Feb. 2020

UX Writers Collective

Certification in UX writing

2010 – 2013

University of Georgia, USA

B.A. Romance Languages – French & Italian

Interests

- Travel and nature writing
- Photography and watercolour painting
- Road trips through misty moors and along wild coastlines

Contact

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