

CJ Dwyer

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As a naturally creative person I value few things as much as challenge, variety, and opportunities to learn and expand my understanding of the world. I thrive in fast paced environments and can multitask effectively, often enjoying opportunities to juggle responsibilities and tasks. I'm a fast learner and have a track record of adapting to new roles efficiently with great outcomes. I'm social and outgoing so love working within a team and in client facing positions. I'm goal orientated and love being actively challenged and pushed to achieve in a role. It means a lot to me that I contribute actively to a team and work to a standard that I can be proud of with measurable results. Overall, I'd say I'm an energetic and passionate person who strives to create positive relationships and meaningful work as a measure of success.

Education

University of Hull- MA Creative Writing 2021-2023 - Ongoing

De Montfort University- BA(Hons) Contour Fashion 2016-2019 – 2:1

Bedford College- Extended Diploma (BTEC) in Fashion and Textile Design 2014-2016 - D*D*D

Experience

Marketing Copywriter- Passiflora Ltd (August 2021 – Present)

- Management and creation of all copy company-wide including for social media, blogs, web, product, and brand.
- Creation of TOV guidelines and brand guidelines for a range of beauty brands for use by entire company.
- Creation of brand identity and guidelines for a new brand from the ground up.
- Assisting with the development of media campaign strategies.
- Management of various projects
- Management of all copy and guidelines for 6 individual beauty brands across the UK, EU, US, Australia, and South America.

Freelance Copywriter- Various- BlackAlice Lingerie, Passiflora, JSL (January 2021- Present)

- Creating copy with adapted tone and purpose for a variety of web assets, email campaigns, and social media posts for a range of brands.
- Longer term contract creating a full user manual and tone of voice for customer service and communications for a beauty retailer dealing in luxury goods.
- Creating blog content on a variety of subjects.

Social Media and PR Junior Executive- Fleur of England (April 2021 – August 2021)

- Management of all social media channels, independently creating visual and written content including but not limited to social media posts, blogs, Facebook Ads, and website assets.
- Creation and distribution of press releases.
- Assisting with the development of media campaign strategies.
- Creating and maintaining relationships with bloggers and influencers for collaboration.
- Communication with Press and distribution of samples for publication.
- Tone of voice development and implementation.

Communications Coordinator Coco de Mer, London (March 2020- January 2021)

- Singlehandedly producing all copy, assets and content for the brand suitable for a variety of platforms from social media and website to email marketing campaigns.
- Adapted tone consistently to the variety of brands stocked alongside brand's own products and generated material for a range of products including Lingerie, Sex toys, and intimate care products.
- Creation of campaigns promoting events, specialist classes, and collaborations.
- Created significant increase in engagement and sales during my time with the brand with a single weekend event raising as much as £14,000 and another campaign increasing followers by 3,000 in a month period, with 40% of lingerie sales for a season being directly attributed to targeted mailers I had created.

Earlier experience in recruitment and retail can be outlined upon request

Skills

- Proficient in office programs (Word, Excel, Powerpoint)
- Proficient with Adobe Photoshop, Illustrator, and InDesign
- Experienced with Wordpress, WooCommerce, Shopify and eDesk
- Experienced in creating Email Campaigns using Mailchimp
- Copywriting and editing
- Management of social media business accounts using primarily Sprout, Hootsuite and Agorapulse

Achievements

- Design work featured in Underlines Magazine
- Design work featured on WGSN
- Articles written on behalf of Coco de Mer featured in Harper's Bazaar

Interests

Outside of work I enjoy attending various conventions as well as cabaret, concerts and festivals. I love new experiences and opportunities to expand my knowledge with massive interest specifically in travel, food, culture, literature, and film. I am currently working on writing more about my passions and so keep a blog relating to sexuality and relationships as well as working on larger writing projects. It is this interest in learning that has pushed me to study Korean Language, travel whenever I can, and attend cookery, pottery, and cocktail mixing classes in my free time.