

# ROSS CARVER-CARTER

## CONTACT

- 📞 07342 889882
- 📍 London
- ✉ Rosscc193@icloud.com
- 🌐 [Professional Portfolio](#)

## EDUCATION

### UNIVERSITY OF READING

BA (Hons) Politics & International Relations | 2:1 classification  
2016–2019

## SKILLS

- Strategic storytelling
- Copywriting & editing
- Email marketing (HubSpot)
- Design (Canva)
- CMS platforms (WordPress)
- SEO tools (Ahrefs, GA)
- Research

## ADDITIONAL HIGHLIGHTS

### THE SOURDOUGH SCHOOL

2021–2023 (intermittently)

Supported the CEO on a brand relaunch, contributing copy and social content to an audience of 100k+ (top post: 700+ likes).

### MEDIUM

2020 – present

I have published personal essays on Medium since 2020, with features in top publications on the platform, including The Startup, Curious, and Invisible Illness.

## ABOUT ME

At its simplest, I find the right words to bring ideas to life, make complex topics feel accessible, and move people to action. I've spent over five years honing my craft across diverse platforms and industries, helping people and brands to tell their stories in ways that connect with audiences. I'm now looking to bring those skills into the charity or cultural sector, somewhere I can contribute to a cause I care about, amplify stories that matter, and build a career I can live for, not just with.

## WORK EXPERIENCE

### CONTENT WRITER AND COURSE DEVELOPER

The Fitness Group | Nov 2024 – July 2025

- Developed and launched an accredited CPD course on the gut microbiome, earning CIMSPA endorsement.
- Co-wrote a CPD course on inclusive practice in fitness, exploring cultural and structural barriers to participation.
- Produced weekly blog content, learner newsletters, and student success stories
- Wrote partnership updates and stakeholder-facing comms for company founders

### SENIOR CONTENT MARKETING EXECUTIVE

Food Matters Live | Mar 2023 – Oct 2024

- Project-led the creation of 100+ pages of content for the 2024 Autumn event series, doubling on-page dwell time from the previous edition.
- Curated and launched Sound Bites – a weekly newsletter teasing new and archived episodes from the Food Matters Live podcast to an engaged audience numbering 7000+.
- Attended live events in Ascot and Manchester, producing timely editorial recaps and live social updates that consistently ranked top on our LinkedIn page.
- Managed the company's LinkedIn page in early 2024, increasing engagement by 109% (reactions) and 175% (reposts)

### CONTENT LEAD

Atlas Biomed | Oct 2021 – Nov 2022

- Researched and wrote articles on gut health, genetics, and personalised nutrition for a public-facing health blog boasting around 80k users monthly.
- Delivered website, campaign, and email copy across landing pages and brand partnerships
- Co-developed content for partner campaigns with MOJU Drinks, Get A Drip, and Naked Biotics