

Ross Carver-Carter

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London

Portfolio

***About me:** At its simplest, I find the right words – words that bring ideas to life, make complex topics feel accessible, and move people to action. I've done this across a range of settings, including running a consumer health blog for a microbiome testing company, leading event marketing for a food-sector think tank, and developing CPD courses to equip fitness professionals with the skills needed to thrive. My strength lies in quickly grasping ideas, asking thoughtful questions, and shaping content that informs, engages, and empowers readers. What I enjoy most is helping those doing meaningful work communicate it in ways that connect and resonate, acting as a conduit between innovation and public understanding. Now, I'm looking to bring those skills into the charity or cultural sector; somewhere I can contribute to a cause I care about and amplify stories that matter. I want to build a career I can live for, not just with, and meet others on the same path.*

Tools & Platforms: WordPress · Canva · HubSpot · Mailchimp · ActiveCampaign · Ahrefs · Notion · Google Analytics · Monday

Professional Experience

Senior Content Writer & Communications Lead

The Fitness Group | Nov 2024 – Present

An online training provider offering accredited health and fitness qualifications.

- Developed and launched an accredited CPD course on the gut microbiome (CIMSPA endorsed)
 - 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, brand campaigns, and stakeholder-facing comms for company founders
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Senior Content Marketing Executive

Food Matters Live | Mar 2023 – Oct 2024

An events and media platform focused on health, nutrition, and sustainable food innovation.

- Project-led the creation of 100+ pages of content for the 2024 Autumn event series, working with graphic designers to deliver expert interviews and exhibitor showcases
 - Curated and launched the *Sound Bites* podcast newsletter, connecting new and archived content in an accessible weekly format
 - Attended live events in Ascot and Manchester, producing timely editorial recaps and digital content
 - Managed the LinkedIn page in early 2024, increasing engagement by 109% (reactions) and 175% (reposts)
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Content Lead

Atlas Biomed | Oct 2021 – Nov 2022

A consumer health startup offering DNA and microbiome testing (now closed).

- Researched and wrote articles on gut health, genetics, and personalised nutrition for a public-facing health blog
 - 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
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Freelance Copywriter & Marketing Consultant

The Sourdough School | 2021–2023 (intermittently)

An educational platform focused on sourdough baking, nutrition, and gut health.

- Collaborated with the CEO to define brand messaging and tone of voice for a relaunch
 - Wrote and published high-performing Instagram content (top post: 700+ likes) for an audience of 100k+
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Education

BA (Hons) Politics & International Relations

University of Reading | 2:1 | 2016–2019