

Ross Carver-Carter

rosscc193@icloud.com | 07342 889882 | London, UK

A communications specialist with proven experience in copywriting, blogging and content marketing across multiple platforms. Whether B2B or B2C, long or short-form, I excel at using the written word to inform, engage and inspire, whatever the topic may be. Always hungry to learn, I crave diversity in my work and am looking for a new challenge where I can leverage my skills for a mission that resonates.

→ [Content Writing Portfolio](#) ←

Key skills

Copywriting | Content Marketing Strategy | Copy Editing | Blogging | Research

Higher Education

B.A. Honours in Politics & International Relations (2:1 degree classification)

The University of Reading

2016 - 2019

Professional Experience

Senior Content Marketing Executive at [Food Matters Live](#)

Food Matters Live is an events company connecting food and drink professionals across the UK and Ireland.

Mar 2023 - Oct 2024

- Oversaw marketing for the Food Matters Live podcast across multiple channels, writing web copy, advertorials, case-studies, articles, and social posts. Also launched a weekly engagement newsletter teasing curated episodes from the Food Matters Live podcast to an audience of 7000+.
- Captured and summarised key highlights at our live events for a community of 15,000+ on LinkedIn, adapting these into articles for a suite of digital publications.

- Project-managed 100+ pages of content for the [2024 Autumn event series previews](#), conducting Q and A's with speakers and liaising with partners to bring ingredient showcases to life.
- Managed the company's LinkedIn page between February and May, during which reactions increased by 109%, comments 42%, followers 62% and reposts 175%.
- Brainstormed and wrote 2+ articles weekly to promote archived podcast episodes, bringing eyes and ears back to these assets.

Key software: Hubspot, Canva, Wordpress, Audioboom and Otter.ai

References available upon request:

- Carol Mahna, formerly Head of Content at Food Matters Live
- Briony Mansell-Lewis, Managing Director at Food Matters Live

Head of Content at [Atlas Biomed](#)

Atlas is a DNA and Microbiome testing company offering personalised health solutions.

Oct 2021 - Nov 2022

- Oversaw content marketing strategy, leveraging blog, email and social media to drive sales and brand engagement.
- Inherited responsibility for the [Atlas Health blog](#), single-handedly researching, writing and publishing SEO-optimised articles and generating 80,000 unique views monthly.
- Crafted copy for landing pages, sales emails, pitch-decks, B2B brochures and in-store stalls (including Selfridges).
- Brainstormed and created content for multiple social platforms, including Instagram, Facebook and LinkedIn. Also created a series of lead generation tools, including e-books and email courses.
- Performed brand/influencer outreach. Previous partners include MOJU drinks, Get A Drip, Y-Skin and Naked Biotics.

Key software: Mailchimp, Google Analytics, Ahrefs and Ghost

Freelance Copywriter and Marketing Consultant at [The Sourdough School](#)

A research and education centre offering sourdough baking courses to healthcare professionals and home-bakers alike.

Dec 2021 - February 2023 (intermittently)

- Researched, wrote and published posts for an audience of 100k+ on the Sourdough School Instagram Page.
- Spearheaded a rebranding campaign, working closely with the founder to execute an effective content strategy.
- Maintained the Sourdough research library in WordPress, indexing the scientific papers underpinning the curriculum.

Key software: Wordpress, Canva