

HOLLY MCCLOUGHLIN

PROFILE

A versatile Copywriter proficient in researching, writing and editing lifestyle, fashion and entertainment news content. Autonomous yet communicative and a strong multi-tasker, with a 4-year history of performing in both start-up and corporate companies.

SKILLS

Proofreading and copy editing ·
Content creation and optimization ·
CMS (Fulcrum and WordPress) ·
Microsoft Office Suite ·
PR and marketing campaign planning

EDUCATION

BA (Hons) English

King's College London,
University of London

09/2018 - 09/2021

- First Class Honours

A-Levels

St Benedict's Catholic School

09/2016 - 08/2018

- English Literature: A*
- Geography: A
- Art & Design: B

ACHIEVEMENTS

Dynamic Digital Marketing

Increased Labeca London's social following by 1000 through strategic Instagram campaigns.

High-Volume Editing

Reviewed and polished 90 product descriptions daily for YOOX NET-A-PORTER, maintaining house standards.

SEO Proficiency

Published 60+ SEO-optimized articles for Glitter Magazine, attracting an 18-24 demographic.

Copywriter with Multi-Media Editing and CMS Experience

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EXPERIENCE

Marketing & Brand Partnerships Writer 01/2024 - Present

YOOX NET-A-PORTER GROUP

- Writing daily marketing, asset and on-site copy that aligns with the brand's tone of voice, tailoring copy for regional markets.
- Collaborating with Marketing, Assets, and external agencies to enhance digital campaign copy, incorporating feedback from various teams for top-tier results.
- Creating custom content for Brand Partnerships team, meeting specific brand briefs and managing workflows in Trello for efficient project execution.
- Staying abreast of menswear and retail trends to write SEO-strong feature articles for MR PORTER's online magazine, The Journal.

Product Sub-Editor 05/2022 - 01/2024

YOOX NET-A-PORTER GROUP

- Ensured the technical accuracy and linguistic precision of 90 product descriptions daily across NET-A-PORTER and MR PORTER, using a specialist CMS to upload flawless, SEO-strong copy.
- Coordinated with Translation and Editorial teams to organise audits of 150 products daily, managing expectations across international teams for business-critical launches including NET SUSTAIN and Hermès Beauty.
- Informed industry-leading copy by following hard luxury and lifestyle trends, collating brand requests and maintaining commercial awareness to refine style guides.
- Ensured compliance for daily uploads by screening and flagging products against sustainability and legal standards.

Fashion PR & Online Content Intern 11/2021 - 04/2022

Labeca London

- Strengthened industry relations and increased Labeca's social following by 1000 by leading press and influencer outreach campaigns on Instagram.
- Drove the SS22 collection to sell-out status via impactful press releases, daily email copy and Mailchimp campaigns aligning with Labeca's branding.
- Relaunched Labeca's Pinterest and improved the brand's presence in e-commerce spaces through bios for Wolf & Badger and Paper Mache Tiger.
- Led the online launch of the SS22 collection by researching garment construction and product specifications to draft product descriptions for online look books.

Celebrity & Entertainment News Writer Intern 05/2020 - 09/2020

Glitter Magazine

- Tracked trending social media content using monitoring sites to research and pitch breaking US entertainment and lifestyle news across an 18-24 female demographic.
- Compiled a portfolio of 60+ published articles on WordPress, matching Glitter's tone of voice while upholding regional journalism policies.
- Managed multimedia content, sourcing press images for articles and enhancing readership through SEO tags.
- Enhanced Glitter's social media presence by curating daily Buffer posts for Facebook and Twitter, writing headers and sourcing legally compliant press images.

Print Sub-Editor 09/2018 - 05/2020

KCL Literary Journal

- Curated weekly content shortlists for the printed poetry and prose segment.
- Used Microsoft Word tracking features to edit content and proof poetry across the team, meeting deadlines for three bi-annual editions.
- Maximised team engagement by organising weekly meetings through Microsoft Outlook and assisting the editor with organising and hosting launch events.