

PORTFOLIO

(copywriter & creative)

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INTRODUCTION

This portfolio is my ambitious attempt to recreate Nigel Slater's cookbook, *GreenFeast: Autumn, Winter.*

My affair with the cookbook started on page 4: A Brown Vegetable Stock. It's a dark, umami broth made of scraps from cooler months that would've gone to waste.

Despite the busy process, my kitchen becomes a laidback space whenever I prepare this stock, and I put it down to the recipe's orderly yet casual presentation.

While creating my portfolio, I read through many of Slater's recipes for creative guidance. Initially, I considered using the cookbook's recipe structure for its simplicity, though I later decided to test my Adobe InDesign skills and go from cover to cover. So this portfolio has, in some ways, become *GreenFeast: Autumn, Winter*.

The contents detail my copywriting experience across four work-places. And should you want to see something different, please read my <u>review of The French Dispatch</u> (my other passion, film reviews).

Thank you for reading.

Let's get cooking.

NKODA

A fast-paced environment fueled by a busy, talented team.

5 months

Role: Junior Copywriter Business: Sheet music app Location: Holborn, London Main focus: increasing leads and in-app conversions

nkoda is a revolutionary sheet music app that's quickly becoming the Spotify of sheet music. I was fortunate to join the team in 2019 and worked closely with the Senior Copywriter, whose commit-

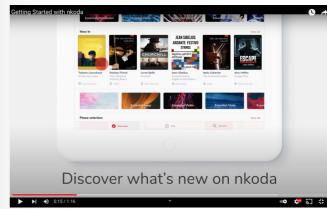
ment to purposeful writing inspired the same in me.

During my time at nkoda, my focus was strictly on increasing leads and in-app conversions. Weekly tasks included writing UX copy for the app, interview questions for musicians, articles for the blog, and the company's internal newsletter. However, I would also script explainer videos and create EDMS for B2B and B2C.

A recommendation from the Managing Director

I have had the privilege of employing many young people over my 35-year career – few have had Courteney's confident leadership and passion for excellence delivered with a contagious warmth. Were she to relocate to London, I would not hesitate to hire her or assert the imperative of meeting her to a colleague.

I tend to reward young people's hard work with more hard work. Courteney was handed more and more responsibility, and she always took full ownership of projects assigned to her.



nkoda's first explainer video. Scripted and directed by myself.

With tight budgets and meteoric growth, we lived 'cheek to jowl'; personalities invariably clashed while, in contrast, Courteney brought humour and collegiality. She established a place in the team (we had an open-concept office, and I made certain to have her beside me so I could recharge from her enthusiasm). We can all be nice in the office, but a testimony to her is that friendships with the team survived her return to New Zealand.

When I think back on my time with Courteney, I mostly recall feeling that she was extremely determined, especially to produce great work and expand herself as an accomplished writer. I could hope to train for skills, but the drive, amiability, and potential for brilliance (from sweat and grit) are innate to her. Any employer who has the good fortune to meet with her should seize it.

I would welcome any questions you may have.

Warm wishes, Enrique J. López de Mesa enriqueldem@yahoo.com

CUDONI

A company of hard-working creatives focused on quality.

6 months

Role: Marketing Executive Company: Fashion reseller offering a luxury service Location: Earlsfield, London Main focus: develop and maintain a strong brand voice

<u>Cudoni</u> is a fast-growing luxury fashion reseller that brought me on board to develop and maintain an elegant brand voice.

Day-to-day tasks involved writing blogs, website copy, digital & print advertising copy, B2C emails, and organising photoshoots.



Image from a 2019 photoshoot, styled and directed by myself.

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My standout contributions to Cudoni include a clear brand voice, defined in a comprehensive guide made with Adobe InDesign, and two feature articles published in Country & Townhouse and Wiltshire Living magazine. Both pieces were written to introduce Cudoni's luxury service while promoting circular fashion.

Great British Brands 2020 | STYLE

CUDONI

Curated selling service for stylish individuals with overflowing wardrobes

n an era in which the fashion industry's environmental impact is under increasingly intense scrutiny, a user-friendly online concierge service that lengthens the lifetime of your once-cherished, finely-crafted designer pieces looks set to be onto a good thing.

Our mission,' says founder James Harford-Tyrer, 'Is to take the time and hasale out of selling pre-loved luxury. Selling high-quality items shouldn't be a burden – it should be a rewarding experience that is both convenient and enjoyable.'

and enjoyane.

Founded in 2017, Culoni recognises and celebrates the way in which luxury dothes, handrage, jewellery and shoes are, more often than not, crafted to last. To add weight to this, consumers are currently thinkings more actively and responsibly about minimising sustensible and the considered a luxury — particularly for successful people with busy to decluter their wardrobes and homes is an attractive proposition.

Cudon's three part promise encompasses convenience, simplify and trust. The process — an efforties way, it says, for sellers to get asterd—begins online and is then backed up by a very human, 360-degree customer service that includes a belify phone consultation, home collections, item authentication, expert valuations and professional photography and peckaging human professional photography and make a professional photography and peckaging human professional photography and peckaging human professional photography and professional professio

In jast too years, Cadoni has bailt a core community of elies and huyers who love fishion and fine endreamathis, appreciating and trusting the braid's smooth and transparent client journey, Cadoni's name in first derives from one or fis first, customers and an avid fan of the service; Countess Antonells Cadono, who assy, The delighted to have seen the Cadoni's brand flourish, For me, if's the ultimate service; James and the team have made selfling pre-owned housey so enjoyably simple.' The site arcrives intermed service from a other forms of the carries an improvessor enter of several hundred

brand names, including such luxury classics as Prada, Cartier and Hermès (and yes, you can sell or buy a vintage Birkin if you're lucky)

Welcoming 2020, Codoni is underlining its credentials as business that fosters awarenes of environmental impact. Enabling designer classics to pass through more than one pair of hands is rewarding for both the seller and the environment; continuing to be as sustainably progressive as possible is a goal we consistently pursue, and this will remain a focus for 2020, says Harford-Turer.

With its insider knowledge and spirited dedication to fashion, the Cadoni team recognises that, historically, the start of a new decade is generally a defining moment for the industry design visionaries and skilled artistan-creators. So while the Cadoni service, by definition, celebrates the influential and revolutionary designers of the past, it is also looking forward to seeing new creations from those emerging designers who will play a prominent role in shaping the coming decade of fashion.

Its name derives from one of its first customers and an avid fan of the service, Countess Antonella Cudone, who says, 'I'm delighted to have seen it flourish'

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Feature article published in Country & Townhouse's Great British Brands 2020.

LATE-NIGHT COPY

A freelancing stint with many late nights.

1 year

Role: Copywriter/Editor Main focus: write and edit Trading as: Late-night Copy purposeful content that's

Location: Auckland, NZ true to brand

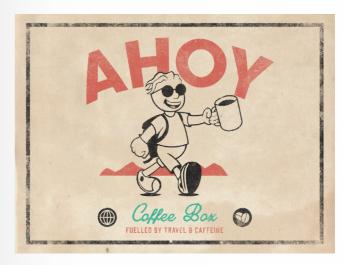
After returning to New Zealand from a year in London, I took on the challenge of freelancing. It took time, but I eventually found my feet as a full-time Copywriter.

My main client base came from a handful of industries that grew during the pandemic: real estate, construction, landscaping, and, surprisingly, private investigation.

I specialised in website copy, articles, and brand voice guides. Key responsibilities included assisting clients with creating content marketing strategies, utilising SEO for effective results, and providing creative direction for brand development.

My favourite project from my Late-night months was a product launch for a coffee subscription company in London named Ahoy Coffee Box.

The team at Ahoy asked for creative direction and tasked me with writing their website copy and product copy for the coffee boxes. It was most important to capture the brand's Disney-esque style.





Ahoy Coffee Box's packaging copy.

NEON HIVE

An award-winning digital agency in the middle of rapid growth.

1 year, 4 months

Role: Head of Copy Company: Digital agency Location: Hamilton, NZ Main focus: establish an A-team of writers and craft consistently excellent content

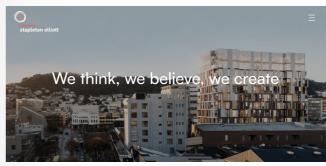
Neon Hive is a fast-growing digital agency specialising in websites, apps, and marketing content. I was hired to grow and mentor the copy team, lead all copy projects, and manage large-scale content production for a global construction franchise.

As Head of Copy, I worked closely with the Managing Director and Account Manager to strategise for upcoming projects. I would also frequently collaborate with Neon Hive's designers to optimise the user experience of websites and apps.

Eventually, I grew the copy team from 0 to 7 writers, excluding myself. Together, we wrote hundreds of articles and worked on several website and app projects. My weekly tasks included hosting morning standups, managing all projects, meeting with clients, and editing content. And when there was time, I would write.

My notable work:

- Website copy for leading architectural practice DGSE.
- Website copy for award-winning juicery Chia Sisters.
- Website copy & press kit for Paper Pals (NFT sculpture series).
- Feature article for Webflow (directed by Jonathan Cook).



DGSE's new website.

The brief: DGSE wanted to redefine their brand and create a website showcasing their people and the delicate detail of their work. It was critical to incorporate New Zealand's national language, Te Reo Maori, for which I collaborated with a fluent Te Reo writer.

A testimonial from DGSE

"Working with Courteney has been a great pleasure. Such a fluid, natural flow working with her. Purely authentic persona, so easy to relate and connect with. She is a persuasive writer whose user-centric tone and in-depth understanding of website copy enriched our story.

We greatly appreciated her attention to detail and punctuality in delivering to our agreed timeline. Courteney's genuine interest in learning about our values, voice and audience was reflected in the high standard of copywriting she delivered. It is not easy working with a creative firm that was going through an exploration journey; Courteney came in and assisted us in re-building our brand in the exact tone we wanted to set."

Simone Wright.

NEON HIVE CONT.

A recommendation from Neon Hive's Founder

I've worked with Courteney since 2018. In the early years of our relationship, she frequently supported my agency, Neon Hive, as a freelance Copywriter. Devoted to the craft, she accepted support requests even while working full-time in London. Her passion was and always has been outstanding, and it eventually led her to join Neon Hive as Head of Copy in early 2021.

In a short amount of time, Courteney has established an impressive team of writers for Neon Hive that's mainly made of free-lancers. As our agency receives unpredictable amounts of copy projects, we needed an agile solution. Courteney met these needs by trialling a number of copywriters and working closely with those selected to give them a deep understanding of our clients, strengthen their skills, and create long-lasting relationships.

Beyond her work ethic and skills, she's brought a certain charm and enthusiasm to our team — despite working remotely. Through her messages, internal newsletters, and presence in meetings, Courteney ensured the team was connected and working toward a shared passion. She will undoubtedly be missed.

Should you have the chance to work with Courteney, I'd highly recommend you take the opportunity. If you have any questions, please don't hesitate to reach out. I'm happy to talk.

Kind regards, Jonathan Cook, Founder

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Product image of Chia Sisters' acclaimed Chia Superfood Range.

The brief: Chia Sisters approached Neon Hive to evolve their online presence by crafting a new website. It needed to be user-first and playful, all while capturing the beauty of their new branding.

A testimonial from Chia Sisters

"We were lucky enough to land Courteney as our copywriter for our new website. Courteney took the time to understand the nuances of our brand and products and crafted beautiful copy that is now the foundation for how we talk about Chia Sisters.

She has totally transformed our brand voice and story and has enabled us to shift from talking about the features of our products to cleverly articulating the value they provide to our audience instead. Courteney has been game-changing for our brand, and I would recommend her expertise without hesitation."

Abbie Tebbutt.

Note: Chia Sister's website is expected to launch in late September. I will be able to share the work once the website is live.

