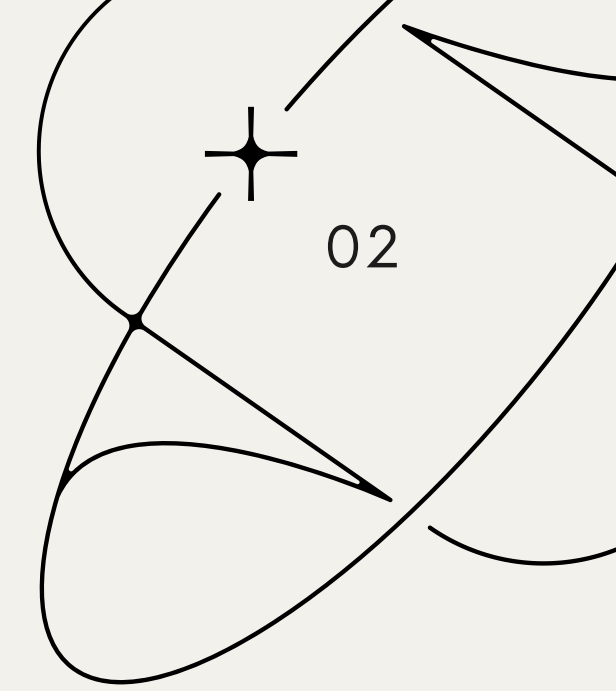




IZZY PAYNE'S PORTFOLIO

COPYWRITING | CONTENT | SOCIAL | STRATEGY



HELLO, I'M IZZY.

I'm an intuitive and creative writer, content creator and strategist with four years of editorial and marketing experience.

I specialise in crafting compelling copy that tells unique brand stories and ultimately converts sales. I've worked with an array of FMCG and lifestyle brands creating bespoke content strategies, curating their tone of voice, and leveraging SEO to write copy for their websites.



EDUCATION

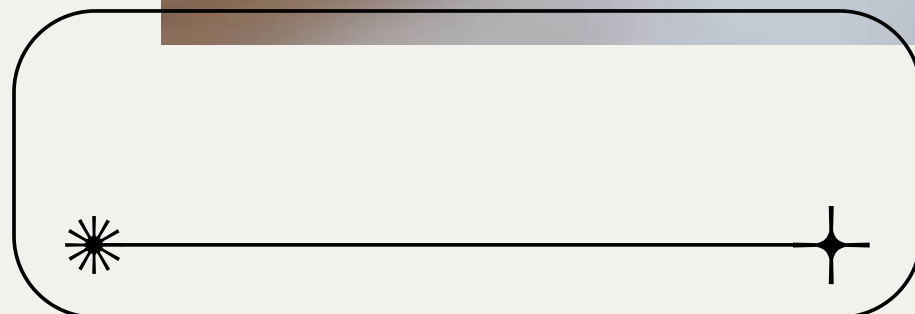
ENGLISH LITERATURE & JOURNALISM BA(HONS)

The University of Lincoln

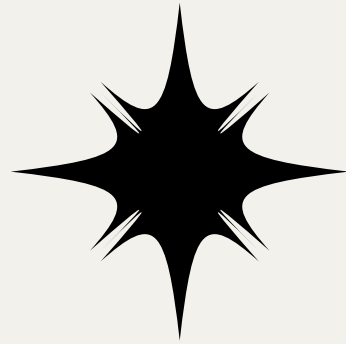
CREATIVE WRITING & PUBLISHING MA

The University of Lincoln

In partnership with The Guardian newspaper.



Core Skills



COPYWRITING

Crafting compelling copy to persuade target audiences and drive product sales. From blogs and articles to web and product copy.



CONTENT WRITING

Writing insightful content that leverages SEO and best practices to educate consumers and build audiences.



TONE OF VOICE

Building detailed tone of voice decks that convey brand personality and build a strong web presence.



STRATEGY

Creating content and social media strategies, devising and implementing intricate content calendars, and creating posts that convey brand personality and drive traffic.

Work Experience



DIGITAL COMMUNICATIONS MANAGER @ Neverbland



HEAD OF COMMUNICATIONS @ Peak Moods



COPYWRITER + PR EXECUTIVE @ Neverbland

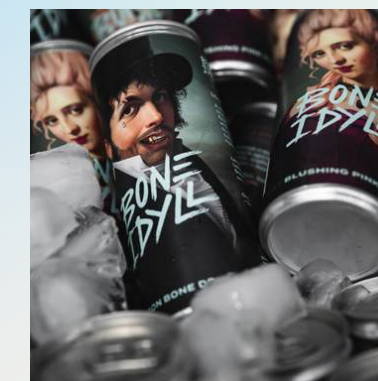
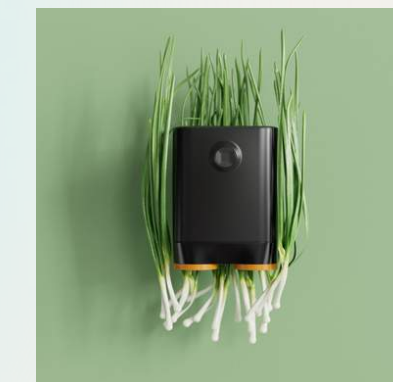
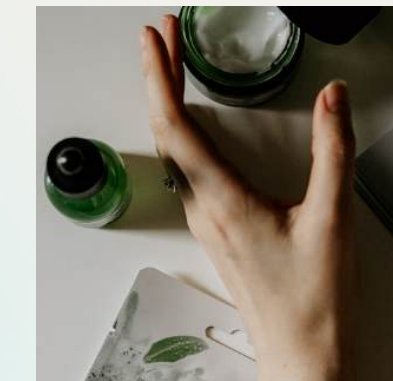


STAFF WRITER
@ The Human
Perspective



FREELANCE
COPYWRITER
@ KHWS

+ LOTS OF SUCCESSFUL PROJECTS



PROJECT



PORTFOLIO

PROJECT 01

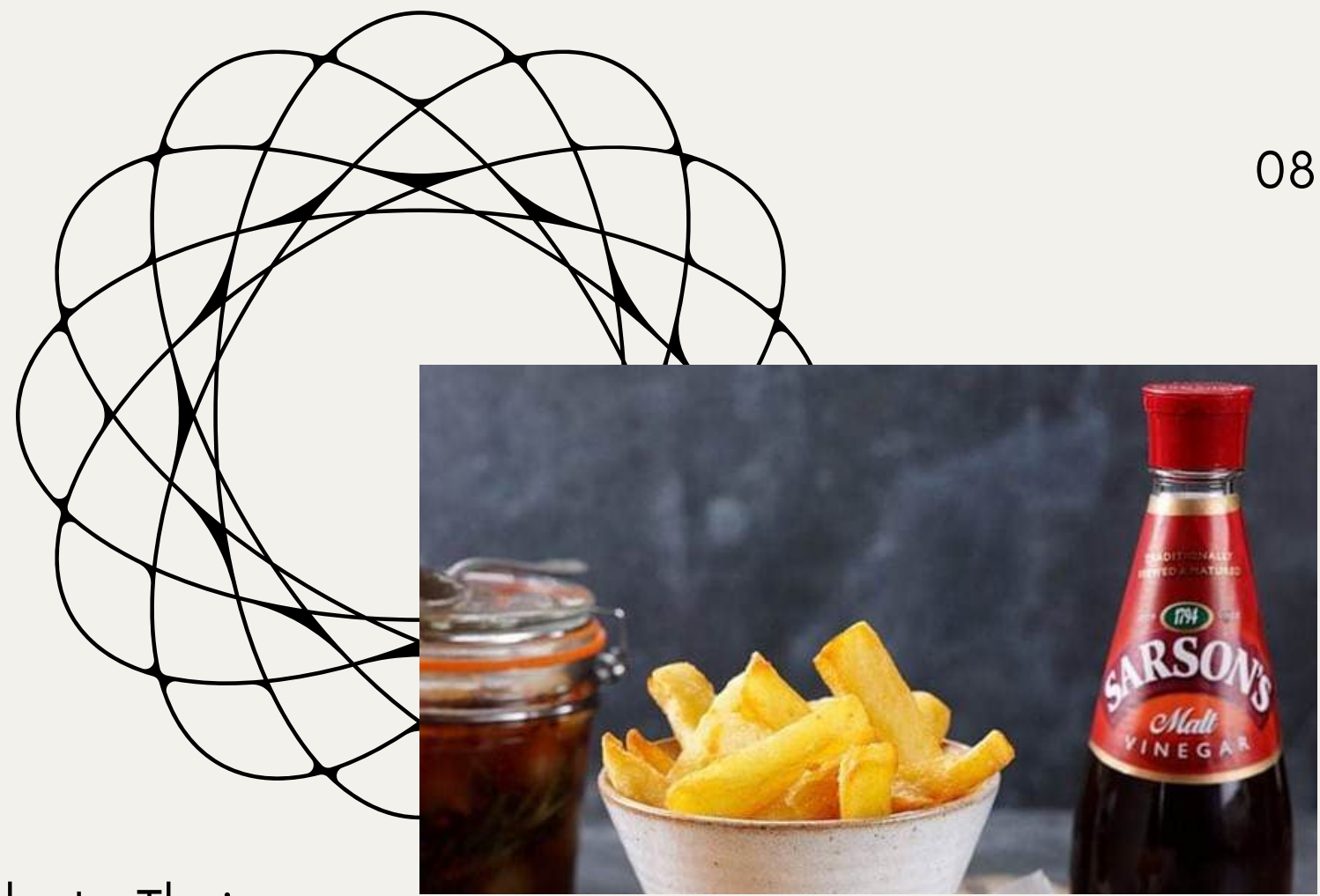
CLIENT : SARSON'S VINEGAR

Duration: 6 months

Sarson's Vinegar is a heritage brand with a rich history and iconic products. Their socials had become stale and repetitive with little engagement, relying on staged product images and ad-like posts for their channels.

They wanted to refresh their approach to social media, create a more consistent TOV across channels, and become a hub for foodies and vinegar enthusiasts alike.

I created a detailed TOV and content strategy outlining a new content approach across all their platforms. This fed the creation of a social media strategy, which focused on becoming part of wider food industry conversations and trends to boost followers and build audience engagement.



PROJECT 02

CLIENT : THE LITTLE GYM

Duration: 6 months +

The Little Gym is an expanding children's gymnastics facility that has 50+ locations across the UK and Europe. They specialise in "play-based learning", encouraging children's development through fun activities.

They needed to clarify their TOV and make it more consistent across their socials and websites. I started by leading workshops with key stakeholders in the business to get a feel for their brand personality, before putting together a detailed TOV deck and brand guidelines that reflected their values. I ensured a smooth transition into the new TOV by managing their socials and creating content aligned with their new strategy.

RESULTS: Average social media engagement rate increased by 4%, followers by 2000%, page & post reach by 82%, and impressions by 134% in the first 6 months.



the.little.gym.europe

Is Your Child Still Feeling the Effects of the Lockdown?

The Covid-19 lockdowns have had a lasting effect on children's development. Many are starting school with delayed communication and social skills. Here's how play-based learning can make a difference.

413 likes

the.little.gym.europe Is your child still feeling the effects of the pandemic?

A recent report by Ofsted has found that many children born during Covid lockdowns are struggling with communication and social skills. If you've noticed your little one finding it harder to express themselves or make friends, you're not alone.

powerful paid ads

Whether you're looking for more freedom, purpose, or simply a career change, this is your opportunity to join a global community that's passionate about child development and growth.

Ready to invest in a business with heart? Learn more about The Little Gym's franchise opportunities today!
 #FranchiseOpportunity #ChildEducation #TheLittleGym #BusinessWithPurpose

Discover Your Future Career with The Lit... · 5 pages

TIRED OF THE CORPORATE WORK/LIFE BALANCING ACT?

WE GET THAT.

You and 9 others · 2 comments · 3 reposts

the.little.gym.muk

What would your kid look like with a "growth mindset"?

a lifelong lover of learning
 confident & independent
 determined & courageous
 limitless curiosity

Liked by the.little.gym.muk Why should you nurture a growth mindset in your child? ... more

2 September

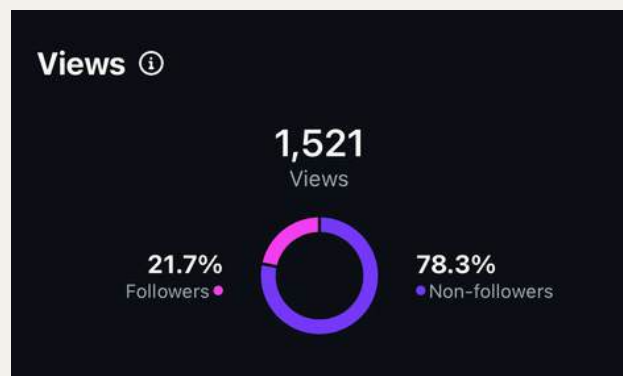
optimised captions for maximum engagement

the.little.gym.muk

HOW STRUCTURED PLAY SHAPES YOUR CHILD'S BRAIN

3 Reasons You Should Prioritise Intentional Exercise in Early Childhood!

Liked by the.little.gym.muk Did you know that every tumble, jump, and wiggle your little one makes is shaping their brain? ... more



THE LITTLE GYM 10

HOW SHARED PHYSICAL ACTIVITY STRENGTHEN OUR CONNECTION

3 Reasons You Should Prioritise Intentional Exercise in Early Childhood!

Your Child Still Feeling the Effects of the Lockdown?

2,952 plays

2,952 plays

bespoke social media content for Instagram, Facebook, LinkedIn + TikTok

Find related content

THE LITTLE GYM TEAM DAY

The Little Gym UK & EU · 7-19
 Here's a sneak peek inside a TLG team day! We use thi...

Want to reach a larger audience? Add location

753 views

More insights

THE LITTLE GYM

Followers

7,187
followers

↗ **3.6%** from **6,936**

Followers > Social network

Instagram Busi... **+7.9%** **3,102**

Facebook Page **+0.2%** **2,718**

LinkedIn Page **+1.4%** **1,281**

TikTok Business **0%** **86**

New followers

310
new followers

↗ **156%** from **121**

Page & profile impressions

442,639
impressions

↗ **166%** from **166,347**

Page & profile impression...

Facebook P... **+186%** **385,502**

Instagram B... **+85.1%** **55,534**

LinkedIn Page **-3.7%** **1,603**

Page & profile reach

366,235
users

↗ **162%** from **139,692**

Average post engagement...

5.51%
engagement rate

↗ **80.3%** from **3.06%**

RECENT ANALYTICS
(October 2024)

PROJECT 03

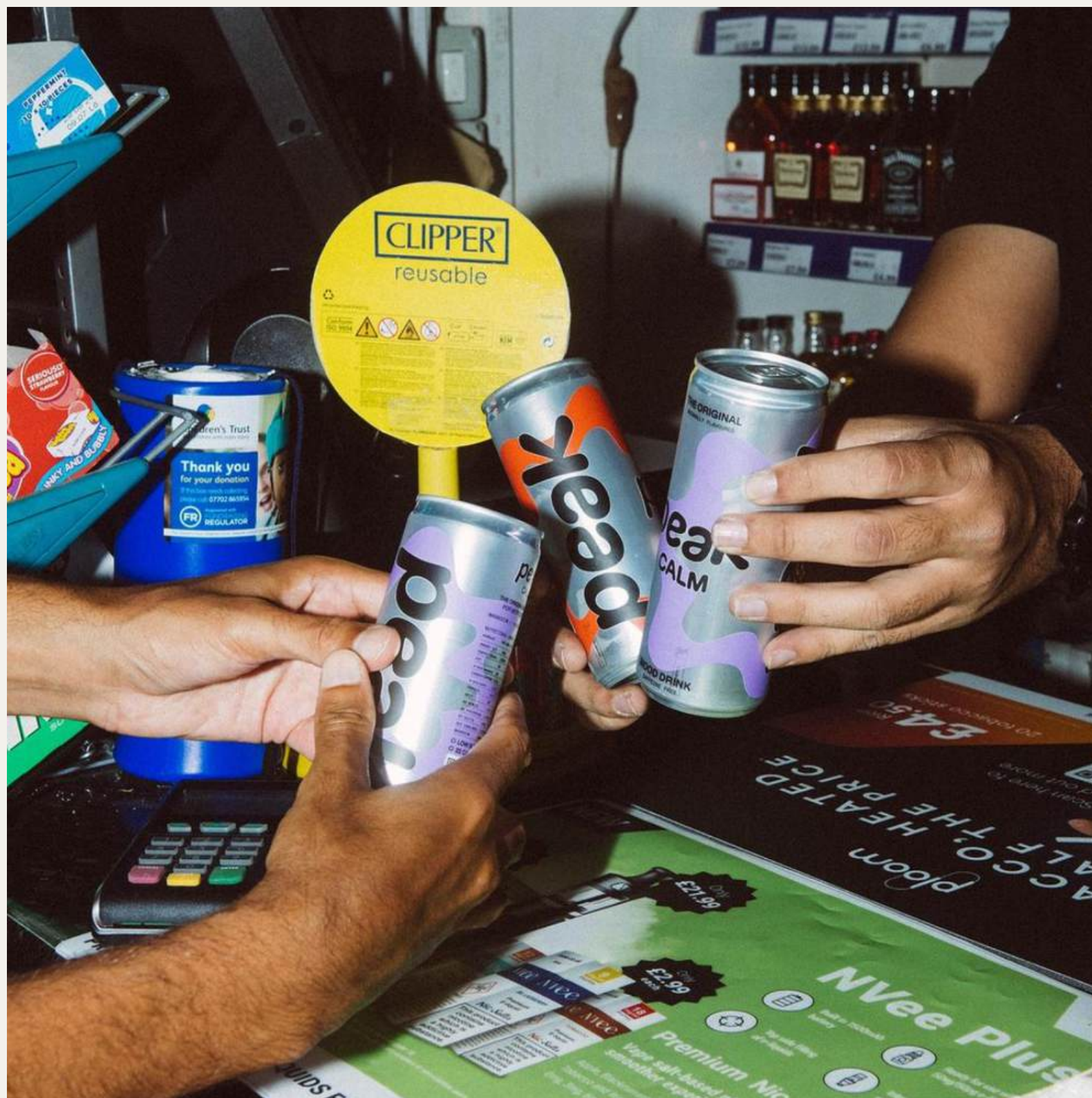
CLIENT : PEAK MOODS

Duration: 12 months

Peak is a revolutionary functional beverage brand that uses powerful nootropic ingredients to control your mood.

I created and managed content across all channels. This meant writing copy for their social media posts, blog articles, thought leadership pieces, product and ad copy, and weekly email newsletters.

RESULTS: Since working with PEAK they have gone on to be featured in publications such as Hunger Magazine, Metro, and LS:N, as well as partnering with Notting Hill Carnival this summer.



Jenco Jeans. Gameboy. Mission Impossible. The Backstreet Boys.

Love them or loathe them, the 1990s and early 2000s gave us some memorable trends - one of which was our obsession with adrenaline. Whether you were a self-confessed junkie or not, adrenaline was embedded in the culture of the nineties and early naughties.

A NEW REALITY

The dawn of a new millennium drew in huge cultural change. Reality television entered the scene in the early 1990s with The Real World, which followed a group of teenagers relocated to a new city, facing the challenges of the young-adulthood together.

The show was praised for its coverage of challenging topics at the time such as prejudice, sexuality, politics and even substance abuse. The Real World ran for three decades with its last season airing in 2017.

The Real World paved the way for reality television that followed in the early 2000s. Big Brother, Survivor and Idol quickly followed their example, all capitalising on the voyeuristic curiosity of the modern television consumer.

It's important to remember that 'reality television is not the same as 'structured reality television'. Modern reality shows such as Love Island, Seling Sunset and Below Deck fall under the 'reality' category, but due to the often scripted or staged scenes in the show, they cannot be considered *authentic* reality.

A WHAT A JACKASS

In 2001, a reality television show unlike any other appeared on our screens. It followed a group of friends who attempted toe-curling stunts and pranks, pushing the limits of what could be aired on television. You'd know to brace yourself once you heard those infamous words:

"Hi, I'm Jonny Knoxville. Welcome to Jackass."



THE AGE OF ADRENALINE IS OVER 13

CLIENT : PEAK MOODS

- building brand awareness
- educating consumers
- growing audiences



[Read the full article here](#)

The content of the original television series was intensely graphic and left viewers polarised. Some considered Jackass to be the worst television to have ever been aired, as it contains a huge amount of stomach-churning stunts. Others delighted in watching the crew maim themselves for the joy of the audience.

Watching the Jackass series now is almost nostalgic. Its humble beginnings are like watching someone's old videos of their youth, frittering away their young adulthood doing the same stupid antics we all get up to (just a little more extreme and with a bigger budget).

Jackass has since become a huge multi-million dollar franchise, with the films spanning over two decades.

The stunts attempted in Jackass are insane and range from the hilarious to the vomit-inducing. But what do all the stunts have in common?

ADRENALINE

META ADS

CLIENT : PEAK MOODS

Engaging, impactful and effective paid ad copy.

Facebook ad for Peak Rise. The ad features the Peak logo at the top left, followed by the text "It's time to awaken your mind and get in the mood with Peak Rise." Below this is a large purple graphic with the text "AWAKEN YOUR MIND BEFORE A WORKOUT" and a play button icon. At the bottom, there are images of two Peak Rise cans (one orange, one green) and a "Shop now" button. The ad also shows a "Like" button and a "Share" button.

Instagram ad for Peak Rise. The ad features the Peak logo at the top left, followed by the text "AWAKEN YOUR MIND BEFORE A SOCIAL". Below this is a large purple graphic with the text "AWAKEN YOUR MIND BEFORE A SOCIAL" and a play button icon. At the bottom, there are images of two Peak Rise cans (one orange, one green) and a "Shop now" button. The ad also shows a "Like" button, a "Comment" button, and a "Share" button.

Facebook ad for Peak. The ad features the Peak logo at the top left, followed by the text "A drink like no other. Choose your mood. Only with Peak." Below this is a large red graphic with the text "OVER" and a play button icon. At the bottom, there is a "peakmoods.com Elevate your vibes. What mood will you choose?" and an "Order now" button. The ad also shows a "Like" button, a "Comment" button, and a "Share" button.

Facebook ad for Peak. The ad features the Peak logo at the top left, followed by the text "Peak gives you the power to choose your mood. What mood will you pick?". Below this is a large purple graphic with a Peak can and a play button icon. At the bottom, there are two columns of text: "Calm. Sip yourself z..." and "Hype. Unleash...". A "Learn more" button is positioned between the two columns. The ad also shows a "Like" button, a "Comment" button, and a "Share" button.

PROJECT 04

CLIENT : B!POD

Duration: 3 months

B!POD is a dynamic product that allows users to vacuum-seal their food in bespoke containers, preventing food waste and promoting sustainability.

I leveraged SEO best practices to create bi-monthly blogs for B!POD's website to educate consumers and improve their website's ranking on Google.

RESULTS: Traffic increased by 22%, and engagement increased by 28%.



YOUR EASTER WITH B!POD

CLIENT : B!POD

Written as part of their Seasonal Celebrations blog series, this article focused on how B!POD is the secret weapon of every sustainably minded chef.

- seasonal hook
- promotional content
- recipe creation



Read the full article here

Ensure this Easter is a memorable one with the help of B!POD. We're here to help ensure that your weekend of celebrations is not just cost-effective and environmentally responsible, but they're a gastronomical sensation. Our system offers the potential for seamless hosting, efficient food preparation, and significantly reduced food waste. So here's how to host like a pro, only with B!POD.

Kickstart your journey with our comprehensive starter pack, which includes a bespoke container set accompanied by a user-friendly handheld vacuum. This dynamic duo is designed to make your food storage and preservation a breeze while also maintaining the freshness and quality of your food.

One of the standout features of B!POD is our vacuum locking method. By incorporating this into your food preparation routine, you can extend the freshness of your food by up to five times compared to conventional storage methods. This not only ensures the taste and quality of your meals but also significantly cuts marination time by an impressive 81%. This means less time stressing over the food and more time to engage with your guests and enjoy the festivities.

At B!POD, we understand the importance of sustainability in our daily lives. Our products are crafted with this in mind - aiming to reduce plastic waste and food waste significantly. Our vacuum locking method helps preserve your food for longer, reducing the amount of food that goes to waste. Moreover, our bespoke containers are designed to replace single-use plastic containers, contributing to a reduction in plastic waste. These small steps help us contribute towards a greener and more sustainable future, a goal we hope to share with our customers.

We've all been there - the celebrations come to an end and we're left with a fridge full of leftovers. But with B!POD, leftovers are an opportunity to create delicious and creative meals whilst preventing food waste. Repurpose your Easter leftovers into scrumptious weeknight dinners and lunches by saving them in your B!POD containers. This will extend their freshness and ensure a longer-lasting flavour.

Here's what we'd do with leftovers from your easter feast:

If you've got leftover roast lamb, we'd suggest making a lamb curry:

- Mince together garlic, ginger and onion and fry until golden.
- Squeeze in a little curry paste and saute until fragrant. Pour over your tomatoes, and a little lamb or beef stock, and leave to bubble until you've got a gorgeous sauce.
- Add in your bitesize chunks of lamb, heat through, and serve with rice and naan bread.
- Enjoy!

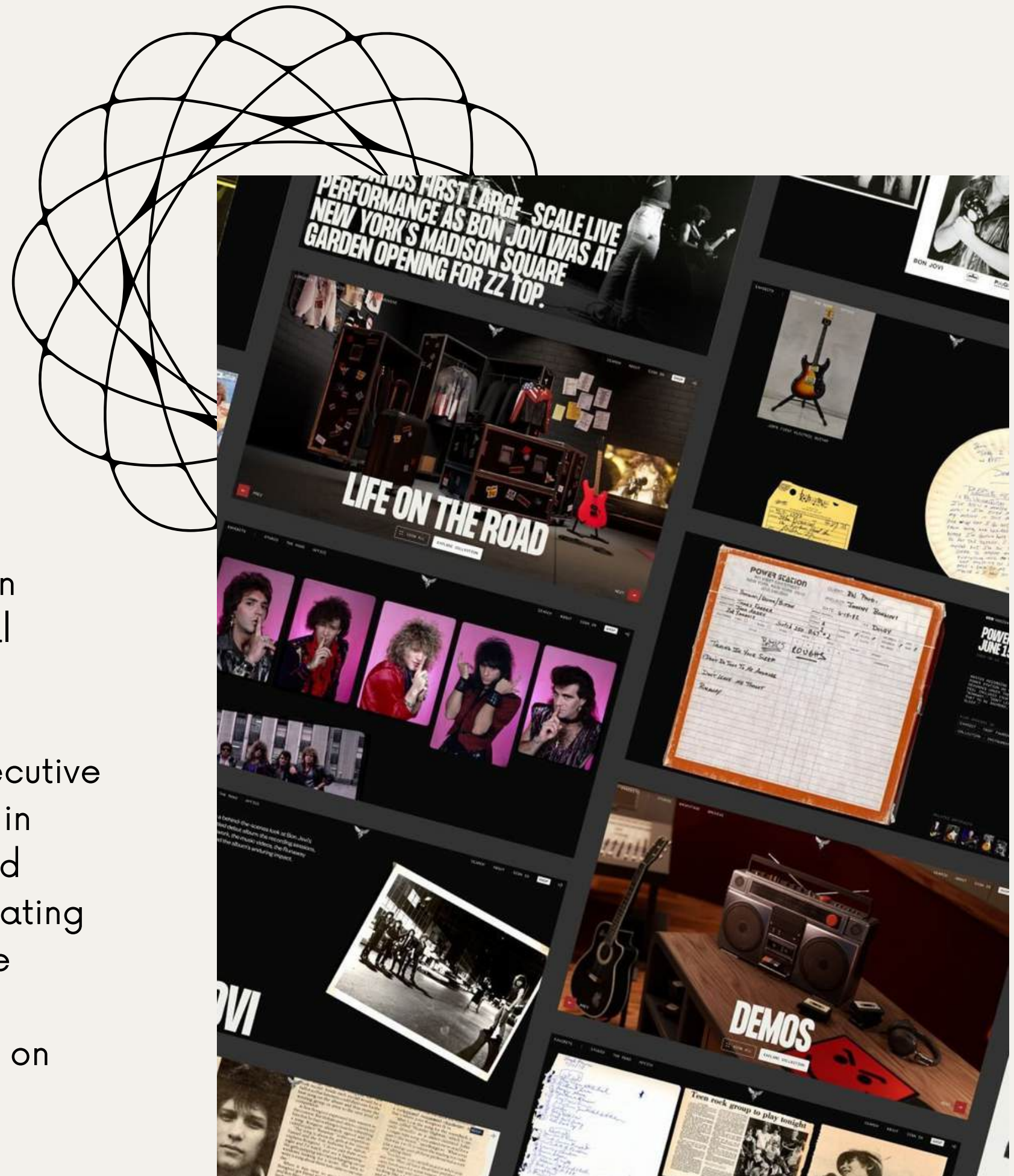
PROJECT 05

CLIENT : NEVERBLAND

Durations: 12 months +

Neverbland is a London-based agency that specialises in creating bespoke web experiences and impactful digital marketing campaigns.

I joined Neverbland in 2022 as a Copywriter and PR Executive before progressing to Digital Communications Manager in 2023. I am responsible for writing original, SEO-optimised copy for the Neverbland blog and socials, as well as creating copy for client websites and channels. The content I have created for the Neverbland website ranges from casual, humorous blogs to informative thought leadership pieces on trending industry topics.



FANCY A PINT?

CLIENT : NEVERBLAND

We all know that Britain is not built to withstand a proper summer – air Conditioning is an absolute myth here and your average person is very unlikely to have a pool in their garden. Not to mention that our buildings are designed to conserve precious heat at all costs because it was once a rare commodity. Nowadays, thanks to trusty global warming, our Summertime can reach highs of thirty-something degrees.

But there's one shining beacon of hope and hops that offers refreshment, respite and relief from the heat: the Great British Pint.

Don't get me wrong, I love an Aperol Spritz on a hot day as much as the next girl, but when you're enduring a sticky summer heatwave in the UK, nothing hits quite the same as a pint on a sweltering day. And where are we drinking our pints? The pub, obviously.

UK pub culture is something of a marvel if you ask me. Walk down any street in London after 4 pm on a Thursday and you'll be greeted by swarms of people, fresh out of the office, all suited and booted, delighting in a pavement pint. And out of the capital, it's the same story...if perhaps a little cheaper. It's a culture that binds us together despite race, creed or county lines. The general populous can't agree on much, but we Brits undeniably love pints and our pubs.

Our pubs are as rich in history as the pints are in flavour. Each pub is a shrine to camaraderie, a temple to all things love and loss, and a sanctum to share laughter and tears. Each sip is a loving tribute to those who sank pints before us and a homage to those who will swig 'em when we're gone.

Neverbland needed to publish a blog to build awareness of their newest client relationship: Wye Valley Brewery.

Rather than write a standard LinkedIn post announcing a new client, I chose to create a narrative piece that draws people in with brevity and a little wit.

- clear tone of voice
- humourous writing
- brand awareness building
- engaging subject

Read the full article here



12 BREWS OF XMAS

CLIENT : NEVERBLAND

For Christmas 2022 NEVERBLAND® created a small batch of craft brews for 3 lucky winners. Sadly, the competition is now closed but the game continues.

Flip cards. Match pairs. Keep it real.

PLAY THE GAME



8 MAIDS A-MILKING /COLD IPA

BEER NO 08 5.0% VOL e 330MML

Dive into the deeply refreshing flavour of our Cold IPA. Bright and citrusy notes are delicately balanced against the hint of pine - it's so good you'll be thirsting for a bucket of it.



4 CALLING BIRDS /PALE ALE

BEER NO 04 4.4% VOL e 330MML

Calling all brew fans, this one's a gooden. Mosaic and Citra hops blend seamlessly together to create a beer that's sure to ruffle ya feathers.



1 PARTRIDGE IN A PEAR TREE /SESSION IPA

BEER NO 01 4.0% VOL e 330MML

The intense and refreshing flavour of this IPA is truly unique. The pineapple and citrus notes make for the most perfect pear you've ever tasted! (See what we did there?)



12 DRUMMERS DRUMMING /PALE ALE

BEER NO 12 4.0% VOL e 330MML

Feel the flavours of mango and citrus beat against your tastebuds in this fierce little number. The revolutionary blend of Mosaic and Citra hops is sure to have you marching to the beat in no time.



2 TURTLE DOVES /PALE ALE

BEER NO 02 4.4% VOL e 330MML

Like two turtle doves, the two core flavours of mango and citrus fruit swoon together oh-so elegantly in this pale ale. It's a match made in heaven.



3 FRENCH HENS /COLD IPA

BEER NO 03 5.0% VOL e 330MML

Say 'bonjour' to the super refreshing flavour of Three French Hens. Notes of tropical fruit and citrus combine to produce a flavour that is truly magnifique. Tchín-tchín!



5 GOLDEN RINGS /SESSION IPA

BEER NO 05 3.8% VOL e 330MML

The subtle spicy pine flavours delicately perched atop notes of orange peel make for a delectable drinking experience. You'll be ready to put a ring on it once you start sipping this.



9 LADIES DANCING /SESSION IPA

BEER NO 09 4.4% VOL e 330MML

This saucy number is sure to have you dancing on the table in no time. The notes of mango will have your tastebuds doing the tango upon first sip.

As part of an annual Christmas project at Neverbland, I wrote the product descriptions for 12 different beers, each of which had a fun festive name.

- accurate product descriptions
- clear tone of voice
- word-play and wit

Play the game here:





PROJECT 20 06

CLIENT : VIVE SKINCARE

Durations: 4 months

Vive is a CBD skincare brand that offers a range of products specially developed with ageing skin in mind.

They needed to refresh their website and educate their audience on the power of their products. I conducted a full website audit before rewriting their homepage, product and landing page copy to be clearer and more engaging to the consumer. I also wrote weekly blogs to help inform target consumers of the benefits of their CBD formulas, improve Google rankings and ultimately drive sales.

WINTER SKINCARE: KEEP YOUR SKIN GLOWING ALL YEAR ROUND WITH VIVE

CLIENT : VIVE SKINCARE

Written as part of Vive's push for brand awareness and consumer education, I wrote this blog to enlighten the consumer on how best to take care of their ageing skin with Vive products.

- informative and accurate
- educating consumers
- promotional content

Winter, with its crisp air and snowy landscapes, is a truly beautiful season. However, it often brings with it a set of challenges for your skin. The cold weather and dry air can cause your skin to become dry, flaky, and uncomfortable. But there's no need to despair - with the right skincare routine, your skin can remain healthy and vibrant all winter long, even if you're struggling with menopausal skin changes. And even more importantly, the season changing brings about everyone's favourite retail holiday - Black Friday, of course. Stay tuned for how you can revamp your skincare routine for the changing seasons with our Black Friday discounts!

Understanding the impact of winter weather on your skin is the first step towards effective skincare. The drop in temperature and humidity levels can dehydrate your skin, while harsh winds can lead to redness and irritation. This is why winter often sees an increase in skin-related issues, especially if you're already experiencing skin concerns due to changing hormone levels.

To combat these challenges, you should consider investing in a more hydrating skincare routine during winter. Look for moisturisers rich in emollients and humectants. Emollients, like plant oils and mineral oil, soften the skin, while humectants, such as glycerin and hyaluronic acid, help to retain moisture. This combination can help to lock in moisture and create a protective barrier on your skin. Investing in deeply moisturising Skincare is the most essential step in achieving glowing skin year-round. Vive's Tri-Active formula is chocked full of moisturisers to keep skin plump and protected. Whether you're getting organised for Christmas or treating yourself this winter, get 50% off the entire Vive range as part of our Black Friday Sale!

In addition to moisturising, exfoliation is another key step in your winter skincare routine. Dead skin cells can accumulate on the surface of your skin, leading to a dull and lifeless complexion. By gently exfoliating, you can remove these dead skin cells, allowing your moisturiser to penetrate more deeply and work more effectively. However, moderation is key; over-exfoliation can strip your skin of its natural oils, leading to more harm than good.

Despite the chill in the air, you may be surprised to learn that sunscreen is just as crucial in winter as it is in summer. A common misconception is that the sun's damaging UV rays are less potent during winter. This could not be further from the truth. In fact, snow can reflect up to 80% of UV rays, effectively doubling your exposure. This is why it's important to use a broad-spectrum sunscreen every day, regardless of the weather. Even if it's not snowing just yet, SPF is still an important part of your skincare routine. UVB rays might be diminished by the cloudy day, but UVA rays are still able to permeate the skin and cause damage. Don't be fooled by a dreary day, SPF is still crucial to maintaining your skin's health.

LANDING PAGES

CLIENT : VIVE SKINCARE

Examples of the concise and accurate landing page copy written for Vive's website.

Strength in science

The CBD Tri-Active *Formula*

As we move through the seasons of our life, we change and so does our skin. To maintain harmonious and healthy skin we need to adapt and react to these changes.

Many women will experience redness, dryness, and often teenage-style breakouts later in life. This was the experience of our scientist-founder Marina.

Having no luck with popular active ingredients such as retinoids, Marina looked to trusted compounds she knew would work for her increased skin sensitivity and dryness. After much experimentation and testing, our patent-pending CBD Tri-Active Formula was born.

Clinically tested with impressive results, these three powerful ingredients work together to soothe, nourish and protect your skin at levels that deliver noticeable benefits.

01. Is it clinically proven?

02. Why does Vive work for your skin?

Our patented Tri-Active Formula of CBD, Zinc Oxide and Niacinamide targets skin changes brought on by declining oestrogen.



Dryness/Itchiness

Our formula is infused with emollients, aloe and natural oils to lock in moisture for long-lasting hydration.



Dullness

Our Niacinamide infused formula brings the sparkle back to your skin by strengthening your skin barrier.



Breakouts

Our products can reduce blemishes with our patented formula of anti-inflammatory ingredients.

03. How does it combat dryness?

04. What is the CBD for?

16

ZINC OXIDE

To *protect*

Zinc Oxide forms a protective layer on the skin that helps retain moisture and guards against environmental damage.

Often used in nappy rash creams to soothe a baby's bottom, Zinc Oxide helps manage the appearance of redness and protects from further irritation.

NIACINAMIDE

To *nourish & strengthen*

Niacinamide, a form of vitamin B3, is a hard-working active that provides multiple benefits for our skin. It is known to promote elasticity, reduce the appearance of blotchiness and pigmentation, and strengthen skin barriers.

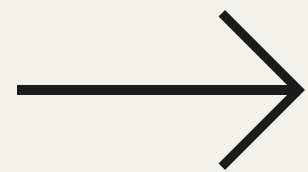
The strengthening of the skin barriers allows higher protection from environmental stress such as pollution and UV radiation, and locks in moisture, providing intense hydration which in turn plumps up the skin.

CBD

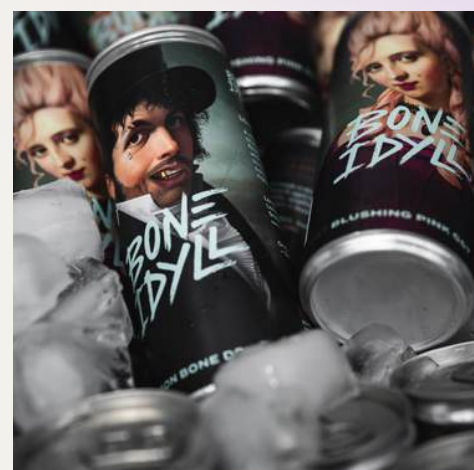
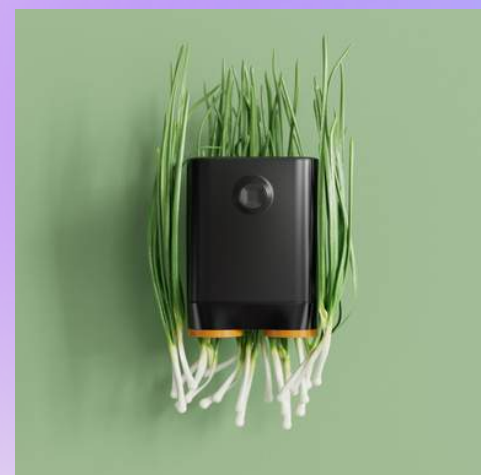
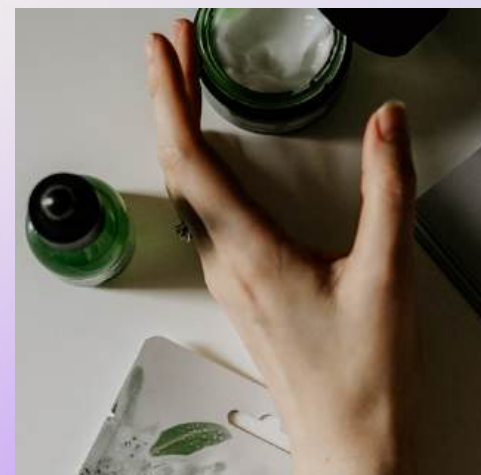
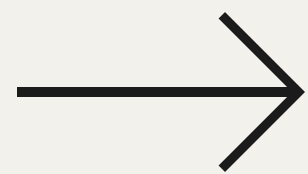
To *balance*

CBD, or Cannabidiol, is a non-psychoactive constituent of the Cannabis Sativa plant. The human body has an endocannabinoid system that receives and translates signals from cannabinoids.

When we apply CBD to our skin, it is thought to influence our skin's own ability to respond to challenges resulting in a reduction of the appearance of redness and blemishes.



+ many more





IZZY PAYNE



**LET'S
WORK
TOGETHER**



izzypayne98@gmail.com
www.izzypayne.com