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Tom Holland-Pearse

SKILLS

I put my heart into my words and my words are my work.

Trained to produce effective copy to suit a range of audiences and functions: landing pages, web copy, press releases, product launches, internal comms, social media ads and email campaigns.

Humble. Hardworking. Collaborative. Team player.

EXPERIENCE

Holland-Pearse Psychotherapy / CBT Avon

March 2023

- Blog post to introduce, discuss and divulge a therapist's journey towards good mental health
- Web copy aimed at Men suffering Low Self-Esteem, to help normalize and encourage this under-represented clientele.
- Brand voice design

'The Straight-Talking Therapist' – *Hannah Paskin*

September 2022

- Blog post to demystify and detoxify masculinity in today's society
- Blog post to discuss the dangers of trans-generational trauma

Counseling Psychology Online – *Dr Kate Bexley*

- Web copy to appeal to target audience; high achievers desiring online support

EDUCATION

University of Exeter, UK – *BSc: Applied Psychology (Clinical)*

September 2012 – July 2018

I studied human behavior, cognition and emotion and understood the underpinnings of many different psychopathologies.

Through this field, I am an expert communicator, hard working team player, and understand the root of what causes people to act.