

GEMMA PARSONS

WRITER AND EDITOR



PROFILE

I am a passionate writer with a flair for crafting bespoke, compelling narratives. Focused on the luxury hospitality and travel sectors, I excel at storytelling that elevates brands and captivates audiences.

CONTACT

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-  gemmaparsons.freelance@gmail.com
-  Nairobi, Kenya
-  [My Portfolio](#)

SKILLS

- ☐ Copywriting & Content Creation for luxury brands
- ☐ SEO and Digital Marketing Awareness
- ☐ Content Management (WordPress, Sitecore, etc.)
- ☐ Proofreading and Editing
- ☐ Adaptability in Tone and Style
- ☐ Strategic Thinking and Creativity
- ☐ Self-motivated and Deadline-driven
- ☐ Client Management
- ☐ Strong Research and Writing Abilities

WORK EXPERIENCE

JUNIOR EDITOR 2023 - Present

Hg2 Content Lab

A London-based international content agency that connects brands with audiences through engaging content.

- Write and research content for luxury brands including Jumeirah, Rocco Forte Hotels, Beaumier, and The Set Collection.
- Create diverse content: long-form editorial articles, newsletters, web copy, brochures, menus, press releases, etc.
- Manage client accounts and maintain strong client relationships.
- Conduct interviews and collaborate with freelance translators.
- Handle social media copy and assist with content strategy.

FREELANCE COPYWRITER

The Pink Elephant 2021- Present

A luxury event styling brand specialising in bespoke events.

- Craft creative copy for the brand's website, social media, and marketing materials.
- Produce engaging content including blogs, email campaigns and seasonal journal articles to drive brand engagement.

EDUCATION

○ ADVANCED DIPLOMA IN MARKETING AND ADVERTISING | 2021

Red and Yellow Creative School of Business, Cape Town, South Africa

○ BA SOCIAL DYNAMICS: POLITICAL SCIENCE, HISTORY & ENGLISH STUDIES | 2017 - 2019

University of Stellenbosch, South Africa

○ IEB MATRIC CERTIFICATE | 2012 - 2016

St Anne's Diocesan College, Hilton, South Africa

WORK EXPERIENCE

AU PAIR

2022-2023

Marylebone, London

- Cared for a 6-year-old, managing daily responsibilities while traveling and gaining cultural insights.
- Utilised free time to freelance, developing my personal brand and writing for The Pink Elephant and other clients.

MARKETING AND ADMINISTRATIVE ASSISTANT

French Alpine Bistro Aspen, Colorado

2019 - 2022

- Created written content for the restaurant's social media platforms, enhancing brand visibility.
- Remotely managed administrative and marketing duties, including social media, bookings, and responding to customer reviews.