



I'm a Copyhackers-trained copywriter who works with businesses to attract prospects, turn them into clients, and make more moolah. I've worked with top people in their fields, like Carol Cox, Katie Anderson, and Nikki Rausch (The Sales Maven), and I'm also on Selena Soo's list of preferred copywriters. AND I've done Microsoft, General Electric, Apolitical, MediTech and L'Oréal, Adidas, Nestlé, LG and Emirates, mmmkay? Mmmkay.

CONTACT

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PORTFOLIO:
<https://shakespearemad.journoportfolio.com/>

ASHLEIGH RENNIE

Conversion Copywriter, Copy Strategist

PROGRAMMES

- Speaking Your Brand Public Speaking Training (Storytelling, brand positioning, lead generation)
- Quiz creation as lead generation
- Wix
- Canva
- Freshdesk
- Trello
- Audacity
- Zoom
- Microsoft Teams
- Asana
- Loom
- Slack
- Airtable
- Evernote
- Later.com
- ContentCal
- Google suite (oh so sweet)

WORK EXPERIENCE

2021-2023

- Owns The Story Team
- Created the 100 Innovations in Government Communications 2023 for Apolitical and Sharjah Government Media Bureau

CLIENTS

Apolitical
MEDITECH UK & IRELAND
Stacey St John (Short-term rentals)
Valeria Malone
Carol Cox
Natalie Sisson
Katie Anderson
Second Nature Swimming
RVise
Nightjarr
L'Oréal
Adidas
Jägermeister
Peroni
Nestlé
LG
Emirates
Edifice
Viu
Microsoft
General Electric (Dubai)
Sexpo South Africa
Dr John Gray (author of *Men are From Mars, Women are From Venus*)
Peroni Nastro Azzurro

MY WORK

See portfolio above, or:

<https://www.allbusiness.com/tips-to-develop-your-authentic-brand-voice-146359-1.html>

<https://www.sage.com/en-za/blog/4-challenges-facing-female-entrepreneurs-in-south-africa/>

(Oh, how I LOVED writing this)

<https://www.instagram.com/nataliesisson/?igshid=1kh6i79mbspn9>

(This too, come to think of it...)

<https://nataliesisson.com/10-best-community-platforms-for-course-creators-done-with-facebook/>

<https://www.thestoryteam.org/blog>

- Speaker at Women of Silicon Roundabout London (Perfecting Your Product Through EP(i)C Storytelling)
- Speaker at the PA show London (DEI)
- Conversion copywriting training for various UK-based companies
- Website and direct response copy for various clients incl Carol Cox, Katie Anderson, Stacey St John, MEDITECH, Nikki Rausch (the Sales Maven)
- Copy strategy and conversion copywriting
- Social media management, content management

2020

- Copywriter for The Chosen Course (USA)
- Copywriter for Tiffany Markman (ad hoc)
- Copywriter for Relationship for Success (Sweden)
- Copywriter for ValueLabs (India)
- Proof reader for Prolnsight's surveys. Increased monthly output by 75% Promoted to client services manager.
- Currently working as a freelance copywriter and proof reader.

2019

- Copy and content writer for Viu South Africa country manager. Speech writing, emailers, newsletters. A requirement to simplify and sexify complex tech ideas.
- Proof reader for Prolnsight's surveys. Increased daily output by 14%
- Emigrated from South Africa to the UK

2007-2018

- Scriptwriter for South African national broadcaster
- Freelance copywriter for various companies and individuals, including Microsoft, General Electric, Peroni Nastro Azzurro
- Proofreader at Clockwork media
- Founder of and writer at The Story Team
- Copy for corporate videos, corporate theatre scripts, press releases, gig guides, website copy, TV promos, YouTube videos

SKILLS

- Conversion Copywriting
- Copy strategy
- Content Creation
- SEO
- USA English and UK English

NUMBERS

- 2022 – Wrote copy for the STR Virtual Summit for Women. The first annual summit for Stacey St John, which made over \$50 000
- 2021 - Wrote copy for Natalie Sisson Monetise You Summit.
 - Brought in 1069 new subscribers
 - Email open rates of 28.69%
 - CTR of 3.02%
 - 1030 registration
 - 40% conversion rate on upsell page
 - 460 people joined FB group in three weeks

- Created 2012 end of year DStv promo to increase subscriptions for 2013, contributing to the 6.7 million subscribers across Africa. (13% subscription growth)
 - Welcome video for General Electric conference in Dubai, hosting 500 people – my script started the launch of the ‘single biggest initiative inside the company today,’ General Electric Co. (GE) Chairman and Chief Executive, Jeff Immelt, 2015.
 - All press releases for Sexpo South Africa between 2011 and 2013, contributing to the attendance of 45 000 attendees to over 200 000 over the same period (quadrupling revenue to R5 000 000 000)
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