

# Brianna Henderson

## Portfolio

Creative and results-driven copywriter with 8+ years of experience crafting compelling, SEO-optimised content across diverse industries, including financial services, luxury retail, business and tech, and sustainability. Whether B2B or B2C, I transform complex ideas into engaging, high-performing copy that connects with audiences and drives conversions.

## EMPLOYMENT HISTORY

### **Ecology Media** — *Copywriter*

September 2024 - October 2024 (Role ended due to funding issues)

- Crafting press releases, thought leadership articles and newsworthy blog content for fintech companies globally
- Drafting briefing notes for journalists
- Attending industry events to create compelling summaries for clients and their PR
- Reviewing website copy

### **Drewberry** — *Content Executive*

May 2022 - September 2024

- Content creation, including articles, blog posts, and web content, to engage both B2B and B2C audiences in the insurance industry
- Led and executed case study projects from start to finish, interviewing key stakeholders and crafting compelling narratives that strengthened brand credibility and increased engagement
- Developing content strategies, contributing to engaging, informational onsite content
- Proficient in email marketing, handling the end-to-end process, from campaign development to execution, targeting diverse audience segments via Hubspot
- Managing webinars and videography production for YouTube
- Overseeing full content creation process
- Implementing SEO principles to improve website visibility and organic search rankings
- Designing email templates for client communications to streamline processes

### **Go Up** — *Content Executive*

October 2019 - April 2022

- Led content initiatives for B2B and B2C clients, including brands like Bywaters, Harvey Jones, TRIP, Pasta Evangelists, and Naturally Sassy
- Managed the end-to-end content process
- Developed and delivered content strategies for impactful content creation

- Implemented mobile-first SEO optimisation
- Conducted rigorous peer reviews for content quality and accuracy
- Conducted PR outreach and secured client coverage

### **Go Up, — *Digital Marketing Intern***

July 2019 - October 2019

- Gained expertise in SEO
- Developed comprehensive plans and strategies for SEO campaigns
- Conducted technical and content audits
- Conducted keyword research and aligned content with SEO goals
- Copy for PPC ads

### **Cognisess — *Copywriter***

August 2018 - May 2019

## **FREELANCE PROJECTS**

**TRIP**, Leading UK CBD — *Content Writer (2022-2023)*

**VK Jewellery**, Luxury Retail — *Content Writer & Content Strategy (2022-2023)*

**Mortgage Synergy**, Mortgage & Protection Advisory — *Copywriter (2024 - present)*

**Brothers Cider**, Drinks Retailer — *Blog Writer (2024)*

**EM360Tech**, B2B Podcasting / Content Marketing — *Content Writer (2025-present)*

## **EDUCATION**

### **Bath Spa University, Bath — *Creative Writing***

September 2016 - July 2019: **2.1 Bachelor's Degree**

- Developed strong storytelling, editing, and research skills
- Gained experience in publishing and content creation.

## **EXPERIENCE**

- Deputy editor of student magazine at Bath Spa university
- Children's book editor for South Down National Park volunteer-led project
- Articles published on The Mighty surrounding Type 1 diabetes and deafness
- Articles published on online publication *The Olive Fox* - a non-profit lifestyle site
- Book reviewing for Summersdale Publishing
- Fiction piece published in online zine *Shift*.

## **PROFICIENCY IN TOOLS**

- Hubspot
- Asana, Trello, Salesforce
- Ahrefs, Google Analytics, Google Search Console, Screaming Frog, Moz
- Pro Writing Aid, Surfer SEO
- Canva and Figma
- Google Workplace