

MOLLY THOMPSON

Copywriter

PROFESSIONAL SUMMARY

Copywriter with 8 years of experience crafting engaging content across diverse industries, including fintech, insurance, e-commerce and travel. Adept at utilising SEO and analytics to enhance content performance, with proven skills in content marketing, communications and social media. Passionate about impactful storytelling to drive brand success. Creative, highly organised and driven individual always wanting to learn more.

EMPLOYMENT HISTORY

MARKETING COPYWRITER

Hashtag Monday

Present

Remote

- ♦ In this role I am responsible for planning, writing and editing email and SMS content for E-Commerce clients. In this role I work closely in a small team of designers, retention executives and engineers to collaboratively create high-performing email campaigns. Averagely I write up to 12 emails a day. I am responsible for diligently researching and understanding clients, planning and submitting monthly campaign ideas and proofreading/editing all written content.

MIDWEIGHT COPYWRITER FTC

Tide

2024

Remote

In this role I worked in a team of copywriters servicing written content for stakeholders throughout the business. We worked in two-week sprints and organised our workloads on Jira where stakeholders could submit tickets and assign our work. I typically worked on 3-7 pieces of content a week, these would range from emails, push notifications, IANS, landing pages, blogs and articles to miscellaneous content such as modules or T&Cs. We worked to a strict tone of voice and formatting guidelines. I worked closely with stakeholders to understand product information, liaise on the content, and manage deadlines. As a midweight copywriter I oversaw a junior writer, helping to advise on workload and deadlines where needed. I was responsible for organising team meetings and meetings with wider stakeholders. I worked closely with our legal team to review and approve written content, ensuring it met our company's tone of voice and didn't mislead our members.

CONTENT WRITER FTC

RSA Insurance

2023 - 2024

Hybrid

I wrote content for reputable brands such as RSA, MoreThan, Nationwide, NBS, Yorkshire Building Society and Tesco. I played a pivotal role within the documents team, crafting a range of insurance materials including policy wordings, cover letters, emails, quotes, and welcome letters. Additionally, I effectively handled more complex technical content, such as IPIDs, Schedules, and finance letters. I was responsible for leading the development and revision of content across brands including a replatforming initiative with MoreThan and Tesco. I ran regular workshops with stakeholders from various departments to collaborate on editing, proofreading, and approving written content to regulatory standards. Additionally, I proactively conducted workshops and scrutinised content across the organisation, contributing to its improvement through reviewing and rewriting.

SOCIAL MEDIA EXECUTIVE

Classic Collection Holidays

2021 - 2023

Hybrid

I was responsible for developing, implementing, and managing social media strategy across Classic Collection and their partner brands. I would create engaging and relevant content across various social media platforms, including Instagram, Twitter and Facebook for multiple B2B & B2C accounts. I reported to the Website manager, producing weekly reports on Social Media trends, industry news and our social analytics. I strategised and managed our paid media assets including creating and overseeing Facebook Ads and Google Ads. As well as my responsibility to maintain our social accounts, I was in charge of updating content to our blog and website. I used our CMS system Ivector to edit and manage website content. I also frequently helped write content for our Marketing emails to our B2B and B2C audiences. I was in charge of writing content for our blog, this involved using SEO tools to research topics, and review competitors rankings. As well as building this content on Wordpress and then redistributing it across our social channels.

BLOGGER/ WRITER

Huffington Post UK

2017 - 2021

Remote

FREELANCE WRITER

Self employed

2017 - Present

Remote

EDUCATION

MA WRITING FOR SCRIPT AND SCREEN

Falmouth University

Distinction

BA HONS CREATIVE WRITING

Bath Spa University

2:1

COURSES

THE STRATEGY OF CONTENT MARKETING

UCLA

Jul 2020

PLAIN ENGLISH & PLAIN NUMBERS CERTIFICATION

Plain Numbers

Nov 2023

SKILLS

Writing, Communications, Content Marketing, Organisation, Social Media, Proofreading, SEO, Analytics, Copywriting, Content Strategy, WordPress.

ADDITIONAL INFORMATION

FREELANCE PUBLICATIONS

Huffington Post

Olive Foxes

Equality for her

Chapter Z Magazine

Imaginist Zine

Spa Life Magazine