

Ella Poppy Neale

London, United Kingdom
07775951959, ellapneale@hotmail.com

Portfolio - ellaneale.journoportfolio.com

I am an experienced creative Copywriter and Strategist with nearly 4 years of agency expertise. Currently based in London, I specialise in the ideation, development and implementation of digital copy across a variety of channels. With a BSc in Psychology and an MSc in Luxury Marketing, I excel at combining consumer behaviour and market research into engaging stories that pack a punch. From luxury services to consumer products, my portfolio includes work with prestigious brands like Arsenal FC, Hawaiian Tropic, Fraser Yachts and NetJets. Now looking for an exciting new opportunity to apply my storytelling flare and strategic thinking skills to develop impactful multi-channel content that drives engagement and delivers results, each and every time.

EMPLOYMENT HISTORY

Distinctly

Content Strategist & Copywriter

London, United Kingdom | June 2024 – Present

- Promoted to now lead end-to-end content creation and strategy across multiple digital channels, including site marketing campaigns, blogs, social copy and website content.
- Worked closely with major brands such as Arsenal FC, Hawaiian Tropic, BoConcept and Wilkinson Sword.
- Developed clear tone of voice guidelines to ensure brand messaging is consistent, engaging, and true to its identity.
- Identify fresh content opportunities through user research, competitor analysis, and heat mapping to better align with audience needs and pain points.
- Create content calendars that balance data-driven insights with creative storytelling to resonate with target audiences.
- Collaborate with designers, PR teams, and strategists to bring creative ideas to life across multiple channels.
- Responsible for in-depth content audits and leveraged tools like Google Analytics, SEMrush, and Ahrefs to boost visibility and drive organic traffic.

Distinctly

Copywriter

London, United Kingdom | April 2023 – June 2024

- Supported the Senior Copywriter by creating engaging content for product descriptions, social media, paid media ads, and editorial blogs.
- Adhered to brand guidelines and ensured all content aligned with overall strategy and delivered on key objectives.
- Adapted my writing style to target the audiences of multiple industries, including food and beverages, fashion, pharma and cosmetics, sports, education and much more.
- Proofread and edited all content, ensuring error-free, polished copy.
- Proficient with managing and uploading to the CMS, like WordPress.
- Researched industry trends and competitor strategies, staying ahead of the curve to create innovative and relevant content.
- Consistently met tight deadlines, delivering high-quality, on-brand content while maintaining creativity and attention to detail.

Relevance

Copywriter

London, United Kingdom | October 2021 – April 2023

- Created tailored content for high-net-worth and ultra-high-net-worth audiences across luxury sectors like yachting, travel, real estate, and fashion.
- Produced premium content for print, brochures, ads, blogs, and editorials that speak directly to the luxury market.
- Worked with top clients, including Fraser Yachts, Netjets, and, Super delivering content that connects with affluent consumers.
- Wrote and distributed press releases for luxury brands and events, helping to elevate their profiles and create buzz.
- Contributed to leading publications like Forbes Monaco and The Drum, sharing insights on the luxury lifestyle industry.
- Covered the Monaco Yacht Show as an accredited journalist, gaining insider knowledge of the luxury marine sector and telling its story.

EDUCATION

The British School of Fashion

MSc Luxury Brand Marketing

September 2020 – September 2021

- Graduated with a high Merit of 68%.
- Completed an MSc in Luxury Marketing, specialising in luxury consumption behaviour, advanced branding strategies, sustainable marketing, responsible leadership, and the legal aspects of brand management.

The University of Manchester

BSc Psychology

September 2017 – June 2020

- Graduated with a 2:1

Hurstpierpoint College

September 2014 – June 2017

- A-Levels: Psychology (A), English Literature (B), Theatre Studies (B)
- Achieved a two-year Drama scholarship

Brighton & Hove High School

September 2008 – June 2014

- GCSEs: 9 ranging from A-B

ADDITIONAL SKILLS & INTERESTS

Technical Skills:

- **Google Suite:** Sheets, Docs etc
- **Presentation Platforms:** Miro and Canva
- **SEO Tools:** Ahrefs, SEMrush, Google Analytics, GSC
- **Organisation:** Trello, Monday.com

Interests: Pilates, running, reselling vintage clothing