

CHARLES KELTON

SENIOR COPYWRITER AND CONTENT DESIGNER

Creative copywriter with extensive experience in digital content across various industries plus developing out of home creatives. I translate complex ideas, distilling them into salient information, unique benefits and selling points of brands, products and features. I design content strategies, go-to-market plans and lead on coordinating teams to deliver marketing campaigns and multi-channel strategies that captivate and convert.

EXPERIENCE

PENSIONBEE – SENIOR COPYWRITER (pensionbee.com)

2022 - present

- Lead UX and product copywriter across product and marketing teams.
- Marketing campaign manager ensuring execution with brand identity and developing go-to-market plans.
- Digital content: Blogs, landing pages, emails, video and podcast script writing, social media posts, push, in-app messages, ghostwriting for C-Suite staff.
- Out of home content: TV, radio, press releases, posters.
- Some tools: Dojoai.com, Adclear.ai, Figma, Contentsquare (Hotjar), Looker, Gemini.
- Writer of long-form technical content considering financial and regulatory content, interpreting it for a lay audience.

HAVEN – SENIOR CONTENT WRITER (haven.com)

2018 - 2022

- Focused on marketing and UX writing, content editing, and proofreading.
- Developed and managed core campaign and content USPs promoting the business's 3 key areas.
- Improving existing copy through SEO optimisation.
- Working with teams across the business to brief in requested work items and to then manage team workload and workflow.
- Ensured consistent messaging and brand tone in content production and smooth cross channel collaboration.

FREELANCE COPYWRITER

- B2B, B2C, DTC copywriting, integrating SEO best practices.
- Working to client style, branding, and tone of voice guidelines.
- Clients have included: Air France, eBay, Today Translations, ADP Architecture, Alpha Rooms and others.

+2 more experiences

CONTACT

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www.linkedin/in/charleskelton

Aylesbury, Bucks, UK (willing to relocate)

Dual US-UK citizen

EDUCATION

2016-2018

OXFORD BROOKES UNIVERSITY

MSc Psychology

2005-2009

UNIVERSITY OF GREENWICH

BSc Web Technologies

VOLUNTEERING

Child mentor – Anna Marie's Alliance, St. Cloud, MN.

Ensuring the safety and protection of the children in the staff care. Helping to develop children's interaction and communication skills through play. Directing children on how to resolve conflict in accordance with training procedures. I also undertook SIDS training.

INTERESTS

Avid runner – authored the book – 'The Starter's Handbook to Half-Marathon Training' (<https://www.smashwords.com/books/view/676847>)

thescriptdesign.etsy.com

Developmental psychology