

CATHERINE ELLIOTT

CONTENT WRITER
& MARKETER

CONTACT

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PROFILE

I am an experienced content writer and marketer who has written and produced content strategies for clients across a wide range of industries including financial services, fintech, non-profit, travel, retail and more.

SKILLS

- Writing for FS
- Sustainable investing/ESG
- Content strategy
- Long/short form copy
- Social media content
- Campaign management
- SEO best practice
- Proofreading/editing

EXPERIENCE

CONTENT WRITER

MORNINGSTAR, LONDON | AUG 2020 - PRESENT

- Primary UK-based writer for a global financial research house targeting asset and wealth managers.
- Lead/demand-gen content for Morningstar products and services, as well as thought leadership content with an ESG focus.
- Responsible for the conception and production of guides, articles, emails, blogs, and newsletters which are translated into 7 different languages across EMEA.
- Sound knowledge of the European ESG regulatory environment and sustainable investment trends.

CONTENT WRITER

OCTOPUS INVESTMENTS, LONDON | SEP 2019 - AUG 2020

- Writing a suite of digital and print content for a range of investment products.
- Reports, guides, blog, email, thought leadership, ads.

CONTENT LEAD

OCTOPUS WEALTH, LONDON | FEB 2019 - SEP 2019

- Content lead for a fintech start up (financial advice).
- Creating and implementing a range of online content across multiple channels. Measuring engagement and success through analytic platforms.

CONTENT WRITER & MARKETER

BENJAMIN DAVID GROUP, MONTREAL | MARCH 2018 - MARCH 2019

- Content marketing and writing for a diverse range of clients (retail, travel, AI, FS, robotics) in a start-up marketing agency.
- Grant writing, whitepapers, blogs, articles, newsletters, interviews, emails, bios, ad copy, web copy, editing, proofreading.

FREELANCE WRITER/EDITOR

CANADA, UK | SEP 2016 - MARCH 2019

- Part-time freelance writer with services tailored clients including Stradigi AI, WatchMojo, DermaDry, EqualMerch, private individuals.

EDUCATION

BACHELOR OF ARTS, ENGLISH LITERATURE & FRENCH
CARDIFF UNIVERSITY | 2011 - 2015