

Emma Clark

FREELANCE COPYWRITER/COPY LEAD

Details

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Links

Portfolio

Areas of Expertise

Creative Copywriting
Brand and Content Strategy
Tone of Voice
Creative Campaigns
Brand Storytelling
UX Copywriting
Team Leadership
Stakeholder Management
Localisation
Process Optimisation

Professional Summary

Freelance Copywriter and Copy Lead with 15 years' experience writing for Global B2C and B2B brands. I've worked with big names like Just Eat and Virgin, and small (but mighty!) startups, shaping brand strategy and tone of voice, leading talented teams, and crafting copy for everything from websites, CRM and social to OOH, TV and beyond.

Professional Experience

Maternity leave

DEC 2025 — DEC 2026

Freelance Lead Copywriter, E.ON Next

JUL 2025 — DEC 2025

- Developed multi-channel creative campaigns spanning digital, social, CRM, print and video, translating 'boring' energy briefs into playful, easy-to-digest copy.

- Transformed complex energy and regulatory information into clear, customer-first messaging, balancing accessibility with compliance requirements.

- Identified process inefficiencies and proposed improvements to streamline workflows and strengthen cross-team collaboration.

Freelance Lead Copywriter, ManyPets

MAR 2026 — JUL 2026

- Developed brand positioning territories through creative messaging, taglines and copy concepts.

- Crafted brand manifestos bringing each territory to life with a unique brand voice.

- Collaborated with Creative Director and Head of Production to develop multiple brand concepts, aligning copy and design to deliver a unified creative vision.

Head of Copy (Fractional), Pulsehub Consultancy

MAR 2025 — JUL 2025

- Shaped brand strategy and ToV in collaboration with senior stakeholders, establishing clear and consistent brand identity.

- Translated brand strategy into cohesive messaging across web, social, CRM, sales and event collateral ensuring consistency across all touchpoints.

- Led the creation and optimisation of brand and UX copy across ecommerce partner channels, enhancing the digital customer experience and supporting conversion objectives.

Global Lead Copywriter, Just Eat

JUL 2021 — DEC 2024

- Led and developed team of 10+ copywriters across London and Amsterdam studios, achieving 100% retention over 3.5 years.

- Owned and evolved global brand and ToV guidelines, ensuring consistency while adapting to changing creative and commercial priorities.

- Led copy strategy and creative execution for high-profile ATL and BTL campaigns, delivering impactful messaging across multiple channels.

- Optimised localisation workflows, improving translation speed, quality and consistency across 16 languages.

- Streamlined copy team and studio processes, driving 20% YoY increase in brief delivery.

- Led copy and communications strategy for key business initiatives, shaping messaging and presenting creative recommendations to senior leadership.

Lead Copywriter, Zellar

SEPT 2020 — MAR 2021

- Defined vision, values and ToV and developed brand guidelines in collaboration with Head of Design.

- Shaped the content architecture and messaging strategy for Zellar's rebranded website, creating a cohesive, customer-focused digital experience.

- Co-developed go-to-market strategy with Head of Marketing, defining target audiences, brand positioning, campaign messaging and creative deliverables.

- Mentored and developed Junior Content Writer, providing creative direction and feedback to strengthen copy quality and consistency.

Freelance Senior Copywriter, Hotels.com

JUL 2020 — SEPT 2020

- Developed strategic messaging playbook defining how Hotels.com communicated its 10 key 'Reasons to Believe', with messaging adopted for its 2021 ATL TV campaign.

- Created scalable brand messaging adopted and localised by regional marketing teams worldwide, ensuring consistency across international markets.

Senior Creative Writer, Babylon Health

JUN 2019 — JUL 2020

- Led on copy for Babylon's partnership with Bupa, supporting the seamless onboarding of 2 million users across 30,000 UK businesses. Launch campaign achieved record-breaking daily and weekly app installs.

- Delivered multi-channel creative campaigns and marketing content across UK, US and Canadian markets, spanning web, CRM, social and video.

- Led the redevelopment of Babylon's UK website alongside the Lead Designer, shaping content strategy, messaging and site architecture in collaboration with senior stakeholders.

- Developed timely, accessible content for Babylon's COVID-19 microsite, helping thousands of patients navigate complex health information during the pandemic.

Senior Copywriter, Centtrip

FEB 2019 — JUN 2019

- Crafted UX and UI copy across web and mobile platforms, simplifying complex SaaS terminology to create clearer, more accessible user experiences.

- Led website rebrand, defining value proposition, messaging and content architecture to establish a cohesive brand identity.

- Owned end-to-end marketing copy across CRM, newsletters, sales and event collateral.

Lead Copywriter, Virgin Money

AUG 2018 — DEC 2018

- Championed Virgin's brand identity, ensuring copy and creative consistently reflected group values and ToV.

- Simplified complex FinTech concepts into clear UX and UI copy, creating accessible, on-brand customer journeys.

- Led chatbot ToV project, defining its personality, conversational strategy and copy flows to deliver a cohesive user experience.

- Shaped messaging for launch campaign, translating key propositions into impactful copy that was distinctly ‘Virgin’.

Copywriting Manager, Gamesys

OCT 2015 — AUG 2018

- Led and grew copy team from 2 to 6, overseeing creative output across 7 UK gaming brands.

- Collaborated with VCCP on Virgin Games' award-winning ‘Live a Little’ ATL campaign, providing ToV guidance and ensuring brand consistency across all channels.

- Partnered with Brand Manager to develop brand guidelines, aligning with wider brand strategy.

- Established brand identity and ToV for Virgin Bet, shaping messaging for launch into UK market.

Senior Copywriter, Gamesys

AUG 2014 — OCT 2015

- Led copy strategy for Virgin Games rebrand, redefining personality and ToV and delivering all copy for launch. Monthly revenue increased by over 100% from Jan ‘14 - Jan ‘15.

- Owned copy across company’s fastest-growing brands, Virgin Games and Fabulous Bingo, delivering consistent messaging across customer touchpoints.

- Mentored junior copywriters, providing creative guidance, feedback and process support.

Copywriter, Gamesys

AUG 2011 — AUG 2014

- Delivered multi-channel copy across portfolio of 5 brands, spanning web, CRM, social, direct mail and ATL, while maintaining distinct brand identities and consistent tones of voice.

Education

BA Hons Combined Arts, University of Leicester

SEPT 2007 — JUL 2010

2:1 in English, Psychology & Sociology