



Emma Clark

LEAD COPYWRITER

Details

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Links

[Portfolio](#)

Skills

Copywriting

Copy Strategy

Creative Campaigns

Digital Marketing

Tone of Voice

Brand Strategy

Leadership

Team Management

Stakeholder Management

Cross-team Collaboration

Localisation

Process Optimisation

Profile

Lead copywriter with 14 years' experience writing for big names across multiple industries. Expert in marketing copy, tone of voice and brand development, copy and creative strategy, team leadership and management, and stakeholder management. Passionate about people and collaboration.

Employment History

Global Lead Copywriter, Just Eat

JULY 2021 – DECEMBER 2024

- Grew, led and managed a team of 10+ copywriters across London and Amsterdam studios. 100% retention over 3.5 year tenure.
- Brand and ToV guardian, continually evolving guidelines in line with creative and business priorities
- Led and delivered copy for high-profile ATL and BTL campaigns, incl. strategy, messaging and delivery of creative assets across all channels
- Led on localisation ways of working, optimising process and quality of translations into 16 languages
- Developed copy team and wider studio processes to streamline creative output and optimise delivery timelines. Resulted in 20% uplift in brief delivery YoY.
- Led and delivered copy for strategic business projects, defining messaging and comms strategy and presenting to senior leadership

Lead Copywriter, Zellar

SEPTEMBER 2020 – MARCH 2021

- Developed brand strategy and ToV and created comprehensive brand guidelines with Head of Design
- Defined architecture, messaging and content for rebranded Zellar website
- Developed Go-To-Market strategy with Head of Marketing, including target audience, positioning, proposition, campaign messaging and all deliverables
- Managed and developed Junior Content Writer

Freelance Copywriter, Hotels.com

JULY 2020 – SEPTEMBER 2020

- Created messaging playbook to define how Hotels.com communicate their 10 'Reasons to Believe' to customers. Messaging used in 2021 ATL TV ad campaign.
- Copy translated and adopted by marketing teams in all regions.

Senior Creative Writer, Babylon Health

JUNE 2019 – JULY 2020

- Contributed to success of Babylon's partnership with Bupa, delivering all comms to seamlessly onboard 2 million new users across 30,000 UK companies. Launch campaign drove a record amount of Babylon app installs in a day and week
- Produced marketing content for Babylon UK, US and Canada, including website, CRM and social copy, video scripts and creative campaigns
- Led new UK website project alongside Lead Designer, liaising with senior stakeholders across the business to define messaging and website architecture
- Produced reactive, easy-to-digest content for Coronavirus microsite, helping thousands of patients understand Covid-19

Senior Copywriter, Centtrip

FEBRUARY 2019 – JUNE 2019

- Created UX and UI copy for web platform and mobile app, simplifying complex SaaS terms
- Developed brand guidelines and led website rebrand project, defining value prop, messaging and architecture
- Produced all marketing comms, including emails, newsletters and sales and events material

Lead Copywriter, Virgin Money

AUGUST 2018 – DECEMBER 2018

- Brand guardian, aligning all copy and creative with Virgin group values and ToV
- Led the Chatbot ToV project, defining positioning and writing copy flows for Conversational Interface
- Simplified complex FinTech language into simple, branded copy for UX and UI journeys
- Defined value prop and messaging for launch campaign comms

Copywriting Manager, Gamesys

OCTOBER 2015 – AUGUST 2018

- Managed and grew team from 2 to 5, overseeing all copy for 7 UK online bingo and casino brands
- Worked with agency, VCCP, on Virgin Games ATL 'Live a Little' campaign, training on ToV and ensuring consistency in all media. Won industry award for best casino campaign.
- Worked with Virgin Games Brand Manager to create brand guidelines and ensure all creative was aligned with wider brand strategy
- Developed brand and ToV for Virgin Bet, a new-to-market casino brand

Senior Copywriter, Gamesys

AUGUST 2014 – OCTOBER 2015

- Produced all copy for our two fastest-growing brands, Virgin Games and Fabulous Bingo
- Trained junior team members and provided ongoing copywriting feedback and process support
- Copy lead on Virgin Games rebrand - redefined brand personality, developed and implemented new ToV and delivered all copy and comms for site launch. Monthly revenue grew +100% from Jan 2014-15.

Copywriter

AUGUST 2011 – AUGUST 2014

- Company copywriter across portfolio of 5 brands. Wrote targeted copy for multiple channels, including web, CRM, social, direct mail and ATL.

Education

BA Hons Combined Arts, University of Leicester

SEPTEMBER 2007 – JULY 2010

2:1 in English, Psychology & Sociology