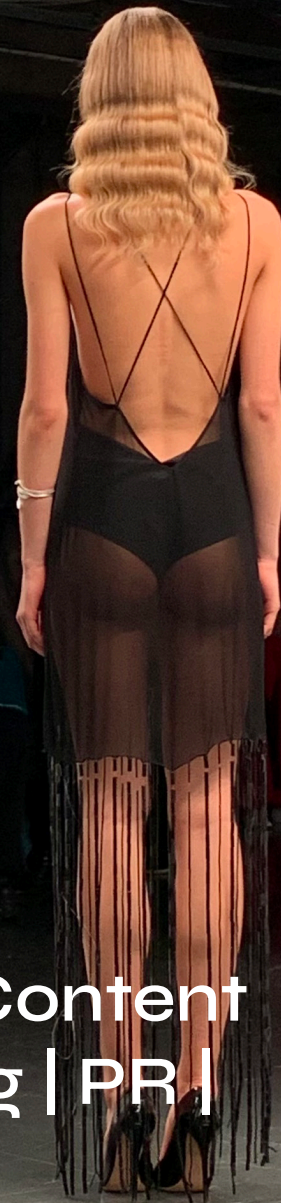


DAISY MAY



Copywriting | Editorial | Content
Management | Marketing | PR |
Journalism

PORTFOLIO



DAISY MAY HAYWOOD

**EDITORIAL ASSOCIATE,
COPYWRITER + FASHION
JOURNALIST**

CONTACT



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PROFILE

An ambitious and highly organised professional offering excellent written, visual and verbal communication skills. A proactive and reliable individual who displays a hard working nature and the ability to use ones initiative. Driven and looking for new and exciting opportunities within fashion. 3+ years experience in fashion writing and copy and 1 years experience in advertising and marketing.

SKILLS

Editorial

Marketing

Copywriting

Deck design

Social media

Google suites

Project management

EXPERIENCE

EDITORIAL ASSOCIATE + COPYWRITER

Cult LDN+NYC | June 2021 - present

- Leading on content management for Cult channels (Instagram, LinkedIn and website). From content and cultural calander planning through to briefing creatives for assets.
- Leading on copywriting across internal channels and externally for client work, including; Clearpay (LFW campaign 2021), Jack Wills (Christmas campaign 2021), Vera Wang (Internal sizzle reel) and Sports Direct (Save the Bees).
- Establishing quarterly marketing outputs in line with key content pillars.
- Headed up Cult's first magazine; leading on editorial management, content, talent outreach, article writing and editing.
- Managing external PR agency; briefing news releases for client wins, campaign launches, internal initiatives and thought leadership ops for team. As well as drafting internal releases and editing all press releases.
- Supporting in strategic solutions surrounding people policy and DEI, on the business's journey towards B-Corp accreditation.
- Established Cult's T.O.V and editorial output for all internal and external channels.
- Supported New Business; securing a pitch with Net-A-Porter.

CONTRIBUTING WRITER

Mission Statement Magazine | July 2021 - April 2022

- Contributing monthly article pitches to E.I.C and editorial team.
- Writing monthly articles for online in line with trending topics and established content themes.
- Published a long-form feature for print issue 02; 'Home'
- Moodboarding concepts for editorial shoots.
- Attended press days for news stories and social content including Adidas, B the Communications Agency and Parade.
- Art directed illustrations and imagery that accompanied my articles.

CULTURE WRITER

The WOW Magazine | May 2020 - December 2021

- Pitching article ideas bi-monthly to E.I.C and editorial team.
- Feature writer for print issues including issue 02; 'Heritage' and issue 05; 'Icons'.
- Sub-editing editorial team articles.
- Interviewing talent, specifically those with backgrounds in cultural and social activism.

STYLE ADVISOR

Vestiaire Collective | December 2019 - October 2020

- Building relationships with returning and new clients, by providing stylistic advice and product knowledge of top tier brands including; Chanel, Hermes, Bottega Veneta, Gucci, Dior, Prada and Burberry.
- Organising stock control and logistics systems.
- Maintaining impeccable floor standards of the concession; steaming garments, replenishing stock and assisting with visual merchandising of the space.
- Meeting weekly store KPI's and regularly surpassing quarterly internal sales performance targets.
- Occasionally creating content for VC Instagram account.

EDUCATION

2:1 | Bachelor of Arts Honours Degree | Fashion Journalism

UAL, London College of Fashion

2017-2020

A-Levels: English Literature (B), Ethics and Philosophy (B), Media Studies (B)

King Edward VI Grammar School

2015-2017

8 & 9 GCSE's A*-B