

Rosie Kear - WordBuff

Curriculum Vitae

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Experienced Word Architect.

It's simple - if you want to grow your brand to exponential new heights, you need a Copywriter. Specifically, you need this Copywriter.

I describe my services as 'a different kind of Copywriting for a different kind of brand', so I guess my question to you is: **are you different?**

A LITTLE BIT ABOUT ME

Hailed a 'Word Architect' by one of my clients, the clue is in the name.

A Copywriter is someone that converts your idle virtual visitors into loyal, paying customers. You get something a little different when you work with me, though.

I don't just convert those visitors - I grab them with both hands and draw them in. Copywriting isn't just pretty words in the right places - it's fine-tuned **Psychology, emotional direction** and **persuasion**.

Fresh out of College I established WordBuff, my Copywriting business and blog, which helps other people shape the world with their own words. I aim to teach people the ins and outs of great copy, marketing and how to unearth their hidden writing potential.

I don't just write copy, though. On my computer are dozens of half-finished novels, short stories and poems I like to write in my spare time. A sci-fi and fantasy lover, I can appreciate just how magical words can truly be.

Now experienced in my industry and making my mark on the Copywriting sphere with a clear direction of where WordBuff is going and who I'd like to work with, I seek like-minded entrepreneurs, small businesses, colossal enterprises and non-profits to collaborate with and create something monumental.

SKILLS

Copywriting

Content Marketing

Landing Leads

Converting Idle Visitors

Direct-Response

Soft-Selling

Editing & Proofreading

Building a brand voice

SERVICES

Website/Webpage Content

Landing Pages That Convert

Ads and Email Marketing

Copy

Blog Content

Article Copy

Sales Pages

Sales Letters

Social Media Posts &

Campaigns

Poster/Flyer Copy

Need something else? Just ask.

LANGUAGES

Native English speaker.

Adept at adapting to North

American dialect for

copywriting purposes.

EDUCATION

PERSONAL INTERESTS

Non-profits hold a very special place in my heart. As an owner of 4 crazy rescue cats, adoption shelters and services such as the RSPCA mean a great deal to me.

I've pursued the freelance life in hopes of being able to enjoy more of what the world has to offer - to travel, to experience different cultures and people, to try new foods and make great connections.

I practice mindfulness and meditation daily, and I find that this connection with myself is what makes my writing so adaptable.

An avid riddler, I love logic puzzles and brain teasers, and that's exactly how I see Copywriting - a previously undiscovered niche or sector isn't an obstacle, but a puzzle that can be solved through meticulous research and a great understanding of the Psychology behind successful copy.

WHY SHOULD YOU WORK WITH ME?

I care about your business just as much as you do.

With me, you're not getting a so-called "Master Copywriter" - I'm human. The day we think we know everything is the day we know nothing at all, and I follow this philosophy to make sure I'm forever evolving and growing both my skills, and as a person.

I get how people work, and I know how to convince, charm and amaze. People love to buy, you've just got to know how to sell.

My website is a prime example of how I write. You can find it here: www.wordbuff.co.uk

For other examples of my work, here's my portfolio:
<https://wordbuff.journoportfolio.com/>

I have 9 GCSE passes, including an A in English Literature and a B in English Language, and AS Levels in English Literature, English Language and Psychology.

I'VE WRITTEN COPY FOR...

A Chartered Financial Planner

A Web-Hosting Platform

A Marketing Specialist

A Wedding Photographer

A Writing Blog

A Mechanics/Engineering Service

A Business and Finance COO

An Admin Outsourcing Agency

A Multi-National Ornamental Plant Wholesaler

Just to name a few...