**Jennifer Lewis**

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Copywriter

Innovative and talented copywriter with a solid background in the financial, automotive, travel and technology sectors. Expertise in both short and long copy over various platforms, including online, social, print, outdoor and in-store. Proven track record in re-branding, tagline creation and tone-of-voice guidelines. Excels in simplifying complex financial or technical jargon into digestible content and has successfully led the creation of engaging branding at events.

**SKILLS**

Concepting | Short and long copywriting | Editing | Online | SEO | Social | Email | Print | DM | Press | In-store and Outdoor| Re-branding | Tagline writing | Messaging guides | Presenting | Mentoring | Proofreading

**PROFESSIONAL EXPERIENCE**

Finishing novel and travelling around Australia. **Sept 2023 - present**

**Virgin Money**

**Copywriter 2013 – 2023**Responsibilities included creating engaging and persuasive copy spanning online, email, print, outdoor and in-store. Required to work closely with designers to develop effective and inspiring communications, while also mentoring junior copywriters.

***Achievements included:***

* Created successful branding for competition at Financial Services event.
* Simplified complex financial jargon into detailed First Time Buyer mortgage brochure.
* Inspired London Marathon runners with fundraising and training tips via email.
* Trusted as lead writer of the Summer Savings annual brochure.
* Consistently met tight deadlines, picked up proofing errors before print.
* Successfully mentored junior copywriter.

**Freelance Copywriter/Novel writing 2009 – 2013**Alongside writing novel, responsibilities included writing and editing copy for various clients, improving their social media presence across Facebook, Twitter and Instagram. Required to work independently, managing multiple projects simultaneously and ensuring high quality of work.

***Achievements Included:***

* Wrote web copy and developed social media for up-and-coming photographer.
* Created flyers and managed website for catering company Little Kitchen.
* Produced brochure and packaging copy for cosmetic brand Anar Naturals.
* Proofread for Xbox at VML London.

**Digitas London**

**Associate Copywriter / Copywriter 2005 - 2009**

Responsibilities included writing, editing and proofing copy for a wide range of FMCG clients, both on and offline. Required to present innovative and exciting ideas to clients on conference calls and person, while juggling a large workload.

***Achievements Included:***

* Concepted campaign for Delta’s new Pisa to New York flight which was displayed on billboards across Italy and in Times Square.
* Wrote winning strapline for Vauxhall ecoFLEX.
* Promoted to Mid-weight Copywriter.
* Worked in Digitas Boston producing DM and online copy for hotel loyalty scheme Priority Club® Rewards.
* Re-branded Ambassador loyalty scheme for InterContinental hotels, creating inspiring welcome packaging and cards.
* Concepted and maintained successful HP BladeSystem community site (recorded podcasts and weekly polls).
* Wrote for high profile brands including Vauxhall, Lloyds Bank, Samsung, Persil, Sega, Ericsson, Hewlett Packard, Always and Oral-B.

**EDUCATION**

BA (Hons) 2:1 in English Literature, University of Wales, Swansea

**COMMUNITY**

Volunteer for Age UK Barnet as a Befriender to an older person and play piano for a group with dementia.