



# Jenny Baer

Freelance copywriter and editor

London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Languages

English (Fluent)

German (Native)

## About

A creative copy editor with 4+ years of experience in luxury fashion e commerce publishing, gained at today's foremost powerhouses. Tone of voice guardian. Fluent in digital and channel best practices, including SEO. Experience managing editorial teams and workflows in deadline-driven environments. First-class project management skills. Driven, dynamic and flexible. BA Hons in English Literature. NCTJ foundation.

### BRANDS WORKED WITH

- Farfetch
- Farfetch Platform Solutions
- Mytheresa
- Schön! Magazine
- Texture

## Experience

### ● Copywriter and Copy Editor

Texture | Aug 2022 - Now

I currently support this integrated marketing agency with digital copywriting and editing services.

### ● Copy Editor

Mytheresa | Jun 2021 - Aug 2022

This was such a rewarding role that's enabled me to deepen my content marketing skills and hone my leadership skills.

### ● Copywriter

Farfetch Platform Solutions | Nov 2019 - May 2021

I joined FPS, as I wanted to move into English copywriting and gain client-facing copywriting experience.

•Edit and write web copy for a pool of luxury fashion labels with a strong editorial point of view, moving seamlessly between different formats and house styles. HIGHLIGHTS

•Saw client through a tone of voice refresh.

•Created style guides for a number of clients to streamline in-house working practices.



### ● German Writer

Farfetch | Nov 2018 - Oct 2019

I joined Farfetch's German team, when it was in its early expansion phase and helped it grow during my time here.

•Write and edit marketing, social and advertorial copy for farfetch.de.

HIGHLIGHTS

•Improved organic traffic by 40% by optimising landing page copy for SEO.

•Entrusted with management of product uploads and onboarding of freelancer.



### ● Journalism Intern

Schön! Magazine | Jul 2018 - Oct 2018

This was my entry into digital publishing, teaching me how to work in a fast-paced online publishing environment.

•Pitch feature ideas. Interview talent. Write and edit fashion and culture features.