



Phillippa Clark

Content and Copy Strategist

Cheltenham, UK

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Languages

English

About

BRANDS WORKED WITH

- ADEY Professional Heating Solutions
- Dynmark
- RAM Records
- Superdry
- Tewkesbury Borough Council

Experience



● Campaign Planning Manager

Superdry | May 2022 - Now

Input and ensure all Marketing campaigns are consistent across all channels with the desired brand positioning, to ensure that the Superdry brand is expressed consistently and continuously using agreed creative guidelines and copy. Support in the development of the 18month campaign plan using customer and market insight, and industry trends to ensure a consumer-led plan that aligns with the brands trading objectives across all channels Be responsible for the campaign planning process for owned collections, collaborating with peers to ensure tracking against timelines and landing campaigns and projects on time. Support in compiling a visual detailed campaign plan for approval by the Senior Campaign Planning Manager, Head of Marketing, and Chief Marketing Officer and deliver clear customer-led campaign briefs for our internal Brand Creative team and on occasion external agencies. Support with the brief for seasonal toolkits, content and assets that enable the Marketing team to deliver and execute consistently, globally and across all channels. Work collaboratively with our Collection Strategy and Merchandising teams to ensure commercial and seasonal key products and packages are covered within all campaign plans. Be responsible for evaluating the success of campaigns for key stakeholders, identifying, and driving improvements. Build strong cross-functional relationships with Collection Strategy, Merchandising, Marketing, Brand Creative, Channel business owners and Design to deliver aligned marketing plans. Understand costs and our creative budgets, working with the Senior Campaign Planning Manager and the Head of Creative Operations to maximise the ROI of all brand/marketing activities.



● Copywriter & Content Editor

Superdry | Aug 2020 - May 2022

Champion the Superdry brand tone of voice across all collections and campaigns, tailored to the key target consumers. Proofread, edit, and currate engaging copy. Lead on creative concepts for campaigns. Create copy guidelines and tone of voice for Seasonal campaigns and projects. Collaborate with teams and key stakeholders around the business to ensure a consistent brand tone of voice across all consumer touchpoints. Collaborate with Marketing teams to plan and deliver a seasonal copy strategy that supports the shape of the season, whilst appealing to our target consumers. Bring key trading messages to life in conjunction with the Brand Design and Marketing teams. Act as Editor and guardian of the brands' tone voice across all channels to market. Currate and implement a brand tone of voice across all collections. Take work from concept to final execution within deadlines. Ensure all creative copy is well written, logically structured, and grammatically accurate and, where appropriate, is supportive of SEO objectives and delivers against the relevant metrics. Develop and implement a brand content strategy. Curate content that is fit for purpose and helps guide the desired consumer through the customer journey to purchase.



● Freelance Social Media

RAM Records | Apr 2019 - May 2022



● Brand & Content Executive

Superdry | Jul 2019 - Aug 2020

Under the direction of the Global Content Manager, co-shape and deliver innovative content experiences for our consumers across channel touchpoints. Work with the Global Content Manager to deliver a global Content Strategy Work alongside Brand and Production teams to manage the content calendar and tell consumer-relevant stories across channels including (but not exclusive of) ATL press & OOH print & digital screens including billboards and press advertising (excluding TV and Cinema). Business-to-business internal sales tools. PR, online/ print editorial & advertising, events. Digital and print Marketing for all company websites, social media, and third-party e-commerce websites, newsletters/emailers, franchise stores, online advertising, on demand, BTL Sales Promotion including in-store material/ point of sale and window displays (including screens). Co-shape and deliver world-class campaigns and concepts – ensuring deliverables meet all channel purpose Work with cross-functional teams to ensure that visuals and copy are built for the channel purpose, but both brand and consumer-relevant Bring insights and best practice examples for any piece of content we create. Stay up to date with the latest content marketing and fashion trends.



● Content Executive

Superdry | Sep 2018 - Jul 2019

Leading on specific campaigns that are predominantly digitally focused. Creating engaging narratives and compelling content to engage our customers and stakeholders whilst ensuring brand integrity and adhering to the brand tone of voice, ensuring messaging and content produced around our collections appeals to the specified target audience. Working closely with the Planning Team and Channel Teams to ensure we deliver seasonal marketing campaigns that deliver: A multichannel approach to content that supports our brand strategy. Content that supports the brand's digital strategy. Copy and campaign narratives that are compelling and focus on brand-led stories fit for the channel, while developing a consistent message across all key marketing touchpoints.



● Social Media Coordinator

Superdry | May 2015 - Sep 2018

Management of the international social media and community management for Superdry. Managing social channels across 25+ markets internationally. Europe, Asia Pacific, Asia, Middle East, Oceania & South America.

*Idealisation & execution of a double nominated social campaign for the Idris Elba X Superdry Collaboration. Nominated for 'Best Social Media Campaign' at the UK social media awards 2016. Nominated for 'Best Retail/E-Commerce Social Media Strategy/Campaign' at The Drum Social Buzz Awards 2016. WON the Digiday Media Awards Europe - Best LIVE Moment 2018 - for our infamous Bonfire Night stream for Superdry alongside Social Chain agency.

● Marketing Executive

ADEY Professional Heating Solutions | May 2013 - May 2015

Social Media Management of all owned social accounts. Strategy, content, community management, reporting & analysis Managing the full advertising schedule and budget. Managing and working alongside the appointed PR Agency Working with and developing relationships with up to 20 different trade specific publications Management of promotional marketing stock for the company. Working with SAGE and ADEY's CMS system GoldVision.

*Promoted in Oct 2014 from Marketing Assistant to Exec

*Idealization and execution of main social campaign '#ShowUsY-ourSludge'



● Marketing Executive

Dynmark | Aug 2011 - Feb 2013

Social Media Management: Strategy, content, community management and reporting. Managing all social platforms on behalf of the company (Facebook, Twitter, YouTube, Instagram, Pinterest) Account Management including monitoring and growing all Online, SME and Program Accounts.

(Carphone Warehouse, Gala Coral, M&Co, Fitness First) Supporting the graphic designer on projects *Adobe Photoshop, In-design, and Illustrator (Short Course Trained)

*Promoted in May 2012 from Agency Executive to Marketing Executive



● **Administrator**

Tewkesbury Borough Council | Nov 2010 - Jun 2011

Admin support for the housing & planning department.

*NVQ Level 3 in Business Administration