



# Elizabeth Adams

Communications and Copywriting Consultant

📍 Bedford, UK

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## Languages

English (Native)

## About

Experienced communications and marketing consultant with a particular passion for new media and social networking and providing personalised, impactful training.

### BRANDS WORKED WITH

Dorset County Council

Eliza Do Lots

Kennedy Scott

the Works Ltd

Topscan Ltd

## Experience



### ● Communications and copywriting consultant

Eliza Do Lots | Nov 2012 - Now

Running campaigns for clients in a wide range of industries, covering traditional and new media, business development, and establishing long lasting b2b and b2c relationships.

- Copywriting and communications at all levels, internal and external, for and on behalf of clients on every scale.

- Identifying and maximising opportunities for new business as well as maintaining existing business relationships, managing expectations, setting goals and monitoring the impact of campaigns, adapting to suit specific market changes.

- Brand identity, networking, engagement and persuasive use of language utilised to increase brand reach and market saturation.

- Social media presence, engagement and marketing opportunities, viral marketing campaigns, promotion and customer relations.

- Designing and running training courses in social media management, effective copywriting and blogging for business. I write promotional pieces, technical articles, sales materials, business letters, infotainment, product descriptions, fiction and more. I am well versed in search engine optimisation, the latest regulations for ranking and engagement, web optimisation and audience growth, targeted copy made for specific audiences and the best ways to reach them with keywords, meta tags and engaging, intelligent copy, and editing pre-existing content to meet the new guidelines.



### ● Freelance Journalist

Eliza Do Lots | Jan 2009 - Now

Contributing to various media outlets as well as creating online magazines and recruiting, training and managing a team of 30 writers, developing their writing abilities and creating further freelance opportunities to develop their career alongside my own.

### ● Marketing Assistant

Topscan Ltd | Aug 2014 - Dec 2014

director. Creating marketing campaigns, monitoring and assessing the annual budget and marketing plan, creation of the 2015 plan and associated budget, and development of a sustainable marketing outreach for new business. Establishing regular customer communications, outreach and promotion of existing projects to demonstrate the services supplied by the business, case studies and customer feedback for promotional activities. Organising promotional events to build profile and authority of the business in the industry. Internal and external communications at all levels.

### ● PR Officer

Dorset County Council | Oct 2011 - Nov 2012

A full time fixed term contract. Working in a varied and busy environment, carrying out all the communications required for both proactive and reactive PR, writing effective, engaging copy for Your Dorset and the news stream of Dorset For You. Delivering a range of day to day media and

PR activities. Building strong relationships with journalists, dealing with enquiries and writing press releases, as well as working with Council representatives when responding to unexpected events.

- **Personal Development Coach**

Kennedy Scott | Mar 2008 - Apr 2009

A fixed term contract for an ESF project entitled 'hardest to help'. Marketing the project to bring in more clients, and helping those clients find training and employment despite their difficult circumstances. Running training courses, working one to one with clients and promoting the project in and around central and north London.

- **Manager**

the Works Ltd | Nov 2006 - Mar 2008

Managing the day to day running of a large store, recruiting and training staff, ensuring profits, running promotions and ordering targeted stock.