



# Laura Whitehead

Copywriter & Content Creator

📍 Lincoln, UK

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## Languages

English (Fluent)

## About

I am a creative individual with brilliant ideas and problem solving capabilities. I have a wealth of experience in writing copy and creating content for SEO and marketing purposes. I have great communication skills as well as writing, editing and proofing skills. You can see examples of my work at the website above.

### BRANDS WORKED WITH

3c Interactive

Clear Links (Agency)

Healthy Appetites

In Vitro Gallery

Learning Communities (Formerly Birchwood Access and Training Centre)

Lionbridge Technologies, Inc.

National Windscreens

Trade Fair International

Tru Health Ltd

We Are Attract

## Experience



### ● Marketing Executive

We Are Attract | Sep 2021 - Jan 2022

Job Title - Marketing Executive Main Duties:

- Producing SEO optimised website copy and content including blogs, white papers and advertising material
- Managing social media accounts and planning organic and paid social media content
- Planning marketing strategies across multiple platforms for clients

### ● Creative Lead

Tru Health Ltd | Aug 2020 - Aug 2021

Job Title: Creative Lead Main Duties:

- Writing all copy and content for brand relaunch
- Writing content for brand and client websites
- Running in-house subscription brand Varieteas
- Managing e-commerce sales on multiple channels
- Managing social media channels for in-house brands
- Planning and executing marketing campaigns including Google ads and social media promotions
- Producing marketing materials including advertising copy and content
- Working with design team to produce content and graphics for all brands
- Product photography and graphic design
- Writing product descriptions and website content
- Assisting with on and off page SEO
- Using Adobe Photoshop, Canva, Hootsuite, Xero and Wordpress

### ● Head of Brand Partnerships and Content

Tru Health Ltd | Apr 2019 - Apr 2020

Main Duties:

- Writing all copy and content for brand relaunch
- Writing content for brand and client websites
- Sourcing products and supplies for multiple in-house brands
- Running in-house subscription brand Varieteas
- Managing e-commerce sales on multiple channels
- Managing social media channels for clients and in-house brands
- Planning and executing marketing campaigns including Google ads and social media promotions
- Producing marketing materials including advertising copy and content
- Working with graphic designer to produce content and graphics for all brands
- Product photography and graphic design
- Writing product descriptions and website content
- Assisting with on and off page SEO
- Using Adobe Photoshop, Canva, Hootsuite, and Wordpress



## ● Administration Assistant

National Windscreens | Oct 2018 - Apr 2019

Job Title: Administration Assistant Main Duties:

- Performing general administration tasks
- Scheduling jobs for technicians
- Greeting customers and answering queries
- Checking all live system jobs and amending or clearing jobs where required
- Maintaining customer records while being mindful of GDPR regulations

## ● Key Accounts Manager

Trade Fair International | Aug 2016 - Jun 2018

Main Duties:

- Managing key trade accounts
- Liaising with buyers from international brands
- Managing e-commerce sales on multiple channels including eBay and Amazon
- Planning and executing marketing campaigns including Google ads and social media promotions
- Producing marketing materials including advertising copy
- Assisting with product photography and graphic design
- Writing product descriptions and website content
- Assisting with on and off page SEO
- Checking web pages to ensure all products are in correct categories
- Optimising website to maximise conversion rates
- Using Magento, Sage 200, MS Office and Adobe Creative Suite

## ● Social Media Assistant

3c Interactive | Sep 2015 - Jul 2016

Main Duties:

- writing copy for marketing materials and blog posts
- creating and distributing press releases
- writing website content
- creating graphics for use in marketing materials including online advertising
- market research benchmarking and analytics
- selecting keywords for PPC advertising,
- liaising with other teams to coordinate online marketing projects
- making daily posts on social media channels
- engaging with customers via social media
- writing articles about health with a focus on natural supplements

## ● Social Media Assistant

Trade Fair International | Apr 2014 - Sep 2015

Main Duties:

- writing copy for newsletters and blog posts
- creating and distributing press releases
- writing website content
- managing social media channels
- creating graphics for use in marketing materials including online advertising

## ● LCAS Project Coordinator

Learning Communities (Formerly Birchwood Access and Training Centre)  
| Jun 2013 - Jan 2014

Main Duties:

- co-ordinating assistance for customers of the Lincolnshire Community Assistance Scheme
- working within a small team to meet strict deadlines
- signposting customers for further support
- using MS Office programs including Excel and Access
- managing a database of customers while adhering to Data Protection laws and being mindful of Safeguarding issues

## ● Admin Assistant

Learning Communities (Formerly Birchwood Access and Training Centre)  
| Apr 2013 - Jun 2013

- **Transcription Facilitator**

Clear Links (Agency) | Nov 2012 - Jan 2013

Job Title: Transcription Facilitator

- **Internet Assessor**

Lionbridge Technologies, Inc. | Feb 2012 - Dec 2012

Job Title: Internet Assessor

- **Owner/gallery manager**

In Vitro Gallery | Nov 2010 - Jan 2012

Job Title: Owner/gallery manager



- **Catering Assistant**

Healthy Appetites | Jun 2008 - Jun 2010

Job Title: Catering Assistant of MS Office programs. I started up In Vitro Gallery in Lincoln in November 2010 and the experience of being self-employed and running a business has been invaluable to me. I gained many skills during this time including curating art exhibitions, hosting successful events, employing effective marketing strategies, developing an online presence through Facebook, Twitter, Flickr, producing newsletters, and more. I am proficient with Adobe Photoshop and have been using it for work, college and university coursework and personal projects since 2004.