



# Imogen Comrie

freelance copywriter

📍 London, UK

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## Languages

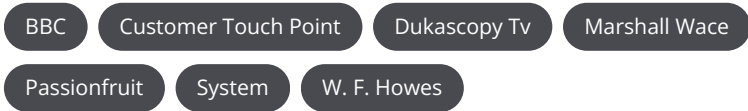
Spanish (Work Proficiency)

English (Native)

## About

Current role Content Manager at System and Freelance Copywriter at Passionfruit

### BRANDS WORKED WITH



## Experience



### ● Content Manager, System

System | Jun 2022 - Now

- Illustrator Google Analytics Airtable Excel Premiere Pro
- User research - gathering, analysing and developing recommendations from customer feedback
- Organising a portfolio of work across multiple clients, prioritising and liaising with clients and stakeholders from technical and non-technical teams
- Writing copy for a range of products and voices
- Delivering and publishing multi-channel content

### ● Copywriter

Passionfruit | Jul 2022 - Now

Advertising



### ● Freelance Copywriter

Customer Touch Point | Feb 2020 - Feb 2021

- Customer experience services Marketing
- Generated social media posts and blog ideas
- Wrote a marketing ebook that increased leads
- Collaborated with senior management including marketing to grow Instagram accounts
- Analysed and improved posting schedules, increasing engagement by 35%
- Strong communication skills to work across multiple stakeholders
- Seeking client and user feedback, and turning this into clear actions for teams



### ● Audiobook Narrator

W. F. Howes | Jan 2018 - Jul 2022

- Audiobooks Publishing Premiere Pro
- Meet tight deadlines and produce consistent, quality work across a varied portfolio of clients
- Operate professional technical equipment and editing software
- >95% 5\* reviews
- An eye for detail
- Robust quality control systems



### ● Front of House

Marshall Wace | Apr 2017 - Nov 2020

- a global alternative investment manager where clients come from Hospitality
- Investing
- Organise and set up events to impeccable standards for VIP guests
- Create a warm, convivial atmosphere whilst maintaining 5\* quality service and meticulous attention to detail
- Fast-paced environment with last-minute changes, requiring flexibility built into planning
- Excellent prioritisation skills



- **Actor, Various**

BBC | Dec 2016 - Mar 2020

Broadcast TV, Film and Theatre

- Outreach and building relationships with industry professionals: agents, producers, directors, actors
- Thrive in a fast-paced, collaborative environment with a high-volume workload often requiring short turnaround times
- Resilience to setbacks and positive approach to all feedback
- BBC, ITV and Sky
- Produced theatre shows, raised funds and wrote marketing materials

- **Financial Broadcast Journalist**

Dukascope Tv | Jan 2014 - Sep 2015

Crypto currency news Fintech

- Financial Services
- D2C

- Research, write and edit 5 news broadcasts per day
- Collaborate with editors and technicians to produce broadcasts to company guidelines
- Interview financial experts like the Director of the World Health Organisation
- Strong organisational skills
- Write original copy and edit content for a range of media
- Maintain up-to-date knowledge of finance and market trends