



Tess Pollard

Senior Copywriter

📍 London, UK

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Languages

English (Fluent)

About

MAJOR COPYWRITER OF THE YEAR & MAJOR FREELANCER OF THE YEAR 2019 FINALIST

I'm Tess – a high-energy, results-driven freelance senior fashion writer, editor and content consultant based in London (sometimes) but working globally. My client list stars Maison Margiela, Nike, Paco Rabanne, ASOS, YOOX Net-a-Porter Group, The Outnet, Selfridges, Champion, The Body Shop, NA-KD, Reiss, Guess, TK Maxx, The Kooples, Arcadia, FashionTV, McArthurGlen Designer Outlets, Otrium, Kurt Geiger, Finery, Rat & Boa, Ascots & Chapels tailors, Cara Mila, Carat London, George at Asda, Fashion Scout at London Fashion Week and TravelClick for Gansevoort Hotels... to name a few. Plus, VICE, VCCP, Hogarth Worldwide, Spring Studios, Greenlight Digital, Wellcom Worldwide, Cult LDN + NYC, fourstrong, Otherway, the upside, Crucible Creative, Biglight, Two Times Elliott, CSUPER. My talents lie in creative storytelling, tone of voice development, editorial planning, digital content (website content creation, SEO copy, social media copy, blogging, CRM, product copy), trend analysis, proofreading and editing, fashion journalism... and then some!

Give me a brief, I'll 'get' it. Can't put what you want into words? We'll work on that together. I'm well-equipped to lead a team of writers too. Oh, and I'm also skilled in creative production, with the keenest eye for detail.

BRANDS WORKED WITH



Experience



● Senior Copywriter

CARAT* London | May 2022 - Now

Creating a solid TOV for the brand and its Gentle Diamonds offering, plus regular style and sustainability articles to inspire.



● Lead Copywriter

Nike | Feb 2021 - Now

Working with fourstrong, directly into the Nike global teams. Crafting the story for new launches: landing page copy, product copy, wall content, newsletters, in-app push notifications and in-feed/story social copy. Apple Watch Nike content. Talent questionnaire and content writing for Nike (M) collection. Campaigns for Nike Run Club, Nike Training Club, SNKRS and the Nike App. Storytelling and sales-driving for Nike's premium ISPA collection. And more!



● Senior Copywriter

Paco Rabanne | Nov 2021 - Now

Hired by Parisian agency Fondamentale, heading up new Olympéa and Invictus fragrance comms – press kit to include full-scale magazine content, model bios and a Q&A session with the new faces of the campaign. Then began working with the brand directly into the head of comms on speech material and interview questions for Elle Fanning.



● Editorial Writer

McArthurGlen Group | Mar 2019 - Now

Contributing author for the Group's Insider channel. Runway reports, trend guides, collection pushes, social media captions and advertorial for the likes of Burberry, adidas, PUMA, Karl Lagerfeld, Michael Kors, Jimmy Choo, UGG, Tommy Hilfiger, Chanel, Calvin Klein, Superdry, Le Creuset, Polo Ralph Lauren, Under Armour, Coach, Marvel and Levi's.



● Menswear Copywriter

Silx | Aug 2019 - Now

Promo email and online article writer for UAE-based Ascots & Chapels, tailors for men. My content was published in Esquire ME. Also, author of three mini blogs per week for the agency covering content marketing topics.



● Senior Copywriter

Maison Margiela | Jun 2018 - Now

Creating compelling luxury product narrative for Women's, Men's and MM6 collections throughout the fashion season calendar. Developing copy style and producing Copywriting Guidelines and templates for the Maison's Iconic lines. Crafting regular email copy for transcreation across all markets.



● Senior Content Writer

Otrium | Feb 2021 - Mar 2022

Industry research and B2B reporting on fashion, retail trends and sustainability topics for the tech-driven online fashion outlet, plus brand copy from UX to social, CRM to offline.



● Senior Copywriter

NA-KD.com | Jan 2021 - Dec 2021

Creative concepting of influencer/seasonal campaigns and digital copywriting for the fast-growing Swedish fashion brand. Creating website start-feed copy, newsletter copy and long-form SEO copy for YouTube, from beauty hacks to new season trends, including scriptwriting for the trend edit series. Lead copywriter on NA-KD's sustainability messaging including consulting on/editing a 16,000 word Sustainability Report (to be repeated in '22 and '23).



● Senior Writer

Tommy Hilfiger | Jun 2021 - Jul 2021

Crafting Tommy Jeans' manifesto for their presence at Lowlands Festival 2021 (sadly cancelled due to Covid). Rolling out digital and social copy executions for event hype and follow-up - from brand channels plus influencer examples.



● Senior Writer

Two Times Elliott | Mar 2021 - May 2021

Conceptual copy, storytelling, TOV creation and route development for a brand launch in the tech/wellness space.



● Senior Copywriter

Reiss | Nov 2020 - Aug 2021

Newsletters, social media posts, landing pages and journal stories. Jan 2020: Editorial article writing for the British stalwarts of style - producing a long-form piece for their blog, introducing the inspiration behind the SS20 collection, focused on the brand's design philosophy and history.



● Conceptual Writer

The Upside | Dec 2020 - Mar 2021

Social and content consulting. Writing for the strategy and innovation agency's new sustainable wellbeing client and popular FMCG brand.

Communicating brand and culture truths, defining brand purpose and values, and writing brand mission statements.



● **Fashion Copywriter**

Mlouye | Nov 2020 - Dec 2020

Storytelling for the Turkish fashion brand (creatively directed by an industrial designer) focused on design, quality and elegance.



● **Senior Writer**

Hogarth Worldwide | Oct 2020 - Nov 2020

Copywriting email briefs and store drivers, Christmas campaign content, designer gift guides (across beauty, jewellery and homeware), editing and conducting quality checks on final artwork for a global retail brand.



● **Senior Copywriter**

Wellcom Worldwide | May 2020 - Jul 2020

Invited back (and again for Dec 2020) to work on The Body Shop client, crafting urgent Covid-19 announcement digital copy and to develop Advent and Christmas campaign copy for the second year running. I have also written copy for new summer launches, the CBD range, hemp products, shea line and many more TBS favourites. Copywriting and editing on a huge range of print and digital assets from in store safety notices and reactive campaigns to Instagram Story features.



● **Senior Copywriter**

Coral Eyewear | May 2020 - Jun 2020

Content consulting and copywriting for style-driven sustainable eyewear brand, beginning with storytelling and e-commerce copy.



● **Travel & Fashion Copywriter**

Acolad Group | Jan 2019 - Feb 2020

For client TravelClick, I single-handedly created a millennial-led tone of voice and crafted two extensive website rewrites for Gansevoort Hotel Group (as featured on Keeping Up With The Kardashians). I created a TOV and the entire web copy pack for Union Hotels Collection. I also created ad hoc press releases for GUESS.



● **Pitch Copywriter**

LF MARKEY | Nov 2019 - Nov 2019

Content ideation and copywriting to pitch ex-Burberry designer Louise Markey's brands L.F. Markey for women and men, plus sister line Meadows, to press. Trend reviews, story ideas, email copy etc.



● **Senior Copywriter**

ASOS | Sep 2019 - Sep 2019

Brand experience copy within the Brand Partnerships team: Vans, The Beauty Awards 2019, Too Faced, MAC, Barbour, Pull & Bear. Remit included campaign decks, solus emails, paid/organic social copy, traffic drivers, web and influencer event copy.



● **Senior Copywriter**

The Body Shop | Jun 2019 - Jul 2019

Rolled out Advent and Christmas campaign copy as part of Wellcom Worldwide. Subject to thorough legal checks, I crafted and sub-edited copy for thousands of assets including display, emails, paid/organic social channels, landing pages and third party content.



● **Pitch Copywriter**

Spring Studios | Mar 2019 - Mar 2019

Created copy for Marks & Spencer and consulted on ongoing content process/ team structure.



● Senior Copywriter

TK Maxx | Jan 2018 - Feb 2020

Copywriter (hired on an ongoing basis for multiple projects) for TK Maxx and Homesense covering digital and OOH, across numerous territories (suited to the appropriate levels of brand awareness and cultural nuances in different countries). Produced both snappy sales-driven e-commerce copy – leading the digital copy team, and long-form non-transactional editorial.



● Content Editor

YOOX NET-A-PORTER GROUP | Aug 2018 - Mar 2019

Digital and event copy in American English for The Outnet, to include sales driven luxury brand pushes, 'What to Wear' editorial stories, home-page sells, promo banners and social media copy (subject to last-minute promotional changes).



● Digital Copywriter

Solace London | Nov 2018 - Nov 2018

Concise, elevated product editorial for the Resort 19 collection on an urgent turnaround.



● Fashion Writer

THE OUTNET | Dec 2017 - Jan 2018

Researched catwalk trends, contributed content ideas and created copy for the site, email and social media channels.



● Senior Copywriter

Biglight | Sep 2017 - Oct 2017

Responding to client briefs for George at ASDA and Furniture Village. Wrote product editorial, blog content, blogger collaboration pieces, shoppable trend stories and sub edited the junior copywriter's work.



● Fashion Copy Lead

EyeFitU | Feb 2016 - Jul 2018

Fashion content consultant and writer – blogs, emails and social media content across womenswear and menswear. Defined and developed the app's copy style and content strategy.



● Content Writer | Creative Producer

OTHERWAY | Feb 2015 - Aug 2017

Produced large-scale campaigns, liaised with top-tier clients and wrote content for brands including Kurt Geiger, PizzaExpress, The Coconut Collaborative, MOJU, Detox Kitchen, Mobius Motors and Lemonade Dolls.



● Copywriter

FashionTV | Aug 2015 - Dec 2015

Developed copy for websites, told stories about new products/collections and edited brand bios.



● Content Editor | Press Officer

VASHI.COM | Jan 2014 - Nov 2014

Defined tone of voice, produced fashion and bridal content, sub edited other department's copy, delivered ongoing multi-channel social media strategy and community management – including UGC section of the website.

● Fashion Journalist

Fashion Mode Agency | Feb 2012 - Feb 2014

Attended Fashion Week shows and wrote articles about the collections, trends and street style.



- **Copywriter | Press Officer**

Shaun Clarkson ID | Jan 2012 - Jan 2014

Copywriting for the interior designer and affiliated brands. Headed up Press Office and carried out PR and event duties.



- **Fashion Contributor**

CollegeFashionista | Feb 2010 - Apr 2011

Blog writer covering trends and campus street style. Interviewing street style stars, photographing their looks and publishing subsequent articles.



- **Fashion Reporter**

Fashion Scout | Sep 2010 - Feb 2011

Attended on and off-schedule Fashion Week shows with backstage access.



- **Fashion Blogger**

VICE Media | Sep 2009 - Sep 2011

Blogger represented by VICE. Sponsored content and outfit posts.