



Morgane Nyfeler

Freelance Content Manager & Copywriter | wordsbymorgane.com

📍 London, UK

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Languages

- French
- German
- Italian
- English

About

Fashion and culture writer with work published on Wallpaper*, ELLE UK, British Vogue and Dazed Digital. I'm deeply passionate about sustainable fashion, from independent labels to ethical supply chains and innovative technologies. With significant experience in both editorial and commercial content writing, I have developed a broad understanding of copy techniques and styles as well as brand tone of voice. I am highly motivated and passionate to develop inspiring and compelling content and storytelling to help brands reach their audience and create a strong community response.

BRANDS WORKED WITH

- AIDA Shoreditch
- Caprices Festival
- Dazed Magazine
- ELLE Magazine
- Jsbg
- Nicefuture Association
- Ninety Percent
- Philip Morris International
- PR/TICULAR
- Romande Magazine
- Sunday Times Style
- Swarovski
- Vogue
- Wallpaper*

Experience



● Social Media & Content Manager

Ninety Percent | Nov 2020 - Now

Manage social media posts, newsletters, website copy and paid ads. Develop the communications strategy. Manage the content calendar and establish the brand's tone of voice. Work collaboratively with the marketing team to get maximum reach, exposure and conversion. Create visual and written content considering product, lifestyle and responsible fashion storytelling.

● Freelance Writer

| Apr 2019 - Now

Write content for brands and features for platforms such as Wallpaper*, Dazed Digital, British Vogue, ELLE UK, Eco-Age, The Fashion Fanatics. Research into trends, opinions and industry leaders. Produce quality editorial and commercial content with a particular focus on sustainable fashion in a deadline-driven environment. Pitch and develop creative ideas in line with the target audience and brand's values.



● Editorial & Video Content Assistant

Swarovski | Nov 2019 - Jul 2020

Wrote and edited press releases, marketing material and print & digital communications. Wrote social media posts, newsletters and internal news digest. Managed the content of the 125th anniversary digital hub by delivering inspiring storytelling. Collaborated with various teams to generate ideas and present during creative meetings.



● Fashion Assistant

Wallpaper* | Sep 2018 - Aug 2019

Wrote features and shorter stories for the website and print following the Wallpaper* tone of voice. Built articles on CMS. Assisted stylists on main editorials (research, call-ins, on set, credits and returns). Assisted the fashion desk with day-to-day tasks and fashion week schedules.

● Fashion Features Intern

Dazed Magazine | Apr 2018 - Jun 2018

Transcribe and contribute to regular features. Write news & stories for the online platform. Assist the features desk.



- **Fashion Intern**
Vogue | Mar 2018 - Apr 2018



- **Features Intern**
ELLE Magazine | Feb 2018 - Feb 2018

- **Fashion Intern**
Sunday Times Style | Jan 2018 - Jan 2018

- **Fashion & Beauty Contributor**
Jsbg | May 2017 - Nov 2019
Contributed to a monthly fashion and beauty column for the lifestyle blog. Built relationships with PR, researched and selected products in line with the target audience

- **Assistant Stylist**
| Apr 2017 - Jan 2018
Assist stylist on-set for print/online publications (Flaunt Magazine, Aishti Magazine, Notion Magazine, Phoenix) Manage call-ins and returns Manage press samples and liaise with PRs



- **Sales Assistant**
AIDA Shoreditch | Oct 2016 - Jan 2018



- **Junior Key Account Manager**
PR/TICULAR | Sep 2015 - Jul 2016
 - Co-managed a selection of agency's key accounts (e.g. Royal Savoy Lausanne, La Prairie, TSERKOV, Ferrari, Maserati)
 - Write press releases and create compelling story angles
 - Monitor media coverage for clients
 - Co-organise seasonal press events, store openings, press trips, etc.
 - Creation of presentations, reports and proposals.
 - Train and explain the job to interns
 - Manage social media accounts & blog
 - Manage administrative tasks for the agency
 - Assit the agency's owner & managers

- **Lifestyle and Fashion Editor**
Romande Magazine | Feb 2015 - Jul 2015

- **Chargée de projets**
Nicefuture Association | Sep 2014 - Nov 2014



- **Summer Student**
Philip Morris International | Jun 2013 - Jul 2013

- **Responsable d'accueil service presse**
Caprices Festival | Apr 2012 - Apr 2012