



Emily Spivey

Freelance Writer

📍 Cornwall, UK

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Languages

English (Native)

About

Multi-disciplinary writer, with 7 years experience in delivering creative, critical and commercial copy. Emily is passionate about environmental storytelling and has a keen interest in the intersection between art, ecology and community. She has worked independently and in teams on a freelance basis, in busy editorial environments and as a manager. Emily is currently writing her first book, a collection of poetry, essays and art about ritual, embodiment and relationship to trees.

BRANDS WORKED WITH

- Trika Yoga
- Sian Zeng
- Emily Spivey
- Stride Treglown
- Bristol24-7
- Wildfire Comms
- Fashion Revolution

Experience

● Studio Manager

Trika Yoga | Apr 2020 - Feb 2024

- Oversaw a team of 5 desk staff and 30+ yoga teachers and massage therapists, from day-to-day administrative tasks to wider business maintenance, direction and development
- Managed and maintained the studio throughout the pandemic, leading the launch of the 'Trika at Home' online streaming platform, a weekly schedule of 40+ live-streamed classes and workshops, while ensuring the physical studio space met changing government regulations. Under my management, the studio successfully weathered a turbulent social and economic time, emerging as one of Bristol's leading yoga studios
- Primary digital and print copywriter for all Trika marketing material, including print flyers, digital newsletter, website copy and social media posts across Instagram, Facebook and Google My Business
- Researched, organised and dealt with bookings for our annual retreat programme 'Trika Retreats', ranging from weekend to week-long yoga retreats across the UK and Europe



● Marketing + Outreach Manager

Sian Zeng | Nov 2018 - Aug 2021

- Lead digital media creator across social media platforms including Instagram, Facebook and Pinterest, producing 3x a week compelling social content for Sian Zeng's 25k+ global audience, including sourcing images and writing captions for feed posts, stories, reels, graphics creation and hashtag research
- Global lead generator for influencer, press and trade outreach, researching and initiating primary contact with potential collaborators to increase reach of the Sian Zeng brand
emily.spivey@hotmail.co.uk 07817440076 @emilyaspivey
- Developed a 'storybook' approach to marketing this innovate wallpaper brand, ensuring all marketing material maintained our three pillars of cutting-edge design, sustainability and storytelling, while tailoring every detail to specific target audiences and platforms
- Monthly newsletter and press release creation, with a 5000 direct subscriber reach and over 500 press contacts
- Lead remote monthly marketing reviews with CEO and a team of two assisting creatives via Zoom
- In my 2.5 years at the company, I worked entirely remote, creating, editing and overseeing marketing material that enabled us to break the Russian and Singapore markets, and wrote the winning award application at the Etsy Design Awards 2019, crowning Sian Zeng Global Grand Prize Winner

● Freelance Copywriter

Emily Spivey | Jun 2018 - Now

- Maintained 3 years of freelance work with digital marketing agency Weekend:IN, creating and editing original social media content for sustainable skincare client Plenaire, sub-editing the IN:Bristol 2022 Guide-

book and producing up-to-date research and SEO-friendly copy for the Weekend:IN website

- Regular digital content writer and creator for a number of independent businesses, including The Sourdough School, Osmology and GdL Product Photography, delivering blog, website and social media copy
- Copywriter for the Hairpin Leg Co Blog, researching, writing, editing and proofing 2x articles per month with an original take on interior design trends, furniture hacks and product launches



● Marketing Assistant

Stride Treglown | Feb 2018 - Sep 2018

- Key in-house copywriter producing digital website copy, press releases, case studies and social media posts, successfully promoting the work of one of the UK's largest, carbon-neutral architecture and design studio covering seven sectors
- Feature researcher and writer for in-house digital magazine 'Inhabitant', assisting on people-focussed photoshoots, leading interviews and writing and sub-editing articles

● Freelance Journalist

Bristol24-7 | Nov 2017 - Feb 2019

- Researching, writing and editing original SEO-friendly news articles for Bristol 24/7's digital platform via Wordpress and a monthly print issue distributed around the city
- Lead pitcher for the Health & Wellbeing section of the monthly print issue
- Conducting on-the-ground interviews and research for feature-length pieces and investigative angles
- Sub-editor of the 2019 'Eat, Drink, 24/7' printed guidebook, researching and writing copy about all independent food and drink outlets in and around the city of Bristol
- Creating and publishing daily Tweets, Facebook and Instagram posts to their 40k+ audience



● Editorial Intern

Wildfire Comms | Nov 2017 - Nov 2017

- Researching, writing and sub-editing original news articles for independent digital and print publications, including 'Independent Education Today' and 'Bristol Property Live'



● Editorial Intern

Fashion Revolution | Nov 2017 - Nov 2017

- Researcher, writer and sub-editor for the 2018 Fashion Revolution Manifesto, outlining the values of this global sustainable fashion movement, that has since become the largest in the world. My research was a study of the history of manifestos, suggesting frameworks and literary notions to use in their 10-point piece.

Education & Training

2022 - 2024

● UNIVERSITY of CAMBRIDGE

Masters in Creative Writing,

2014 - 2017

● University of Exeter

Bachelor of Arts,