



Jess Doherty

Freelance Fashion Copywriter

📍 London, UK

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Links

[Website](#)

Languages

French (Work Proficiency)

Spanish (Basic)

English (Native)

About

I'm a freelance fashion copywriter and beauty content writer based in London. Creative and commercially minded, I have over 10 years of experience working on a broad range of writing projects.

I've written for well-known luxury brands and beyond including: MATCHESFASHION, BIRKENSTOCK 1774, Boots' 17 cosmetics, Andrew Fitzsimons, Hardy Amies Savile Row, and DOORS NYC.

Career highlights include:

- Writing storied captions for a large-scale designer shoe exhibition in New York
- Naming a global best-selling dry shampoo
- Seeing my copy at a makeup stand in the UK's leading beauty retailer across all the nationwide stores

I specialise in: brand storytelling, online content, product copy, email copy, landing page copy, web campaign copy, SEO copy, social media copy, blog posts, product naming, packaging copy, and POS (point of sale) copy.

BRANDS WORKED WITH

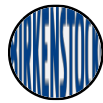


Experience

● Freelance Fashion Copywriter

| Jan 2023 - Now

I'm a freelance fashion copywriter and beauty writer at www.jessdoherty.com with over 10 years' experience crafting all sorts of content for well-known international luxury brands. Drop me a message if you'd like to work together.



● Freelance Copywriter

BIRKENSTOCK | Aug 2022 - Now

On an ongoing basis, I'm a freelance digital and print copywriter for BIRKENSTOCK's luxury line, 1774.

- Re-wrote the 'About Me' page with an engaging storytelling narrative
- Crafted email newsletter and website copy for the BIRKENSTOCK and Fear of God collaboration
- Wrote content for the Ugly for a Reason campaign as seen in The New York Times
- Created display copy for BIRKENSTOCK's sandal exhibition in New York, which showcased designer collaborations with Dior, Jil Sander, Rick Owens, and more
- Creating seasonal press releases for 1774 and mainline
- Crafted engaging packaging copy for shoebox leaflets



● Freelance Beauty Copywriter (17 cosmetics & Andrew Fitzsimons haircare)

Boots UK | Aug 2021 - Now

I'm a freelance beauty copywriter for Boots' very own 17 cosmetics, which underwent a makeover as a clean beauty brand. Since the pre-launch, I've played a key role in shaping the brand's content.

- Ensuring the copy's tone of voice is playful, inclusive, and targets a Gen Z audience
- Writing SEO-friendly website content
- Brainstorming snappy marketing messaging for the retail display stand

across nationwide Boots stores

- Writing social media captions and seasonal campaign copy using playful slogans and puns
- Named a best-selling dry shampoo and wrote fun packaging copy for the award-winning Andrew Fitzsimons haircare range, sold internationally across Europe and the USA



● Freelance Fashion Copywriter

doors.nyc | Jul 2022 - Nov 2022

A freelance digital copywriter for a New York-based online luxury fashion startup which champions emerging and independent designers.

- Writing themed SEO blogs and curating product selection and looks according to trends, seasons, and stock levels
- Creating SEO landing page copy, product descriptions, and monthly newsletters



● Fashion Copywriter

MATCHESFASHION | Jun 2018 - Dec 2022

Four over four years, I was a full-time online fashion copywriter for one of the world's leading luxury shopping websites.

- Wrote online product copy, designer bios, and store copy for womenswear, menswear, and homeware across clothes, fine jewellery, and accessories.
- Crafted print copy for the Mayfair flagship store and Frieze Art Fair pop-up in LA
- Used inclusive, culturally sensitive language tailored to an international audience
- Ensured copy was always a cut above competitors with well-researched information and unique facts
- Sub-edited copy according to brand and buyer requests
- Participated in a project to implement copy styling tips
- Compiled inspirational visual moodboards for fine jewellery brands, demonstrating creative eye

● Copywriter & Content Executive

Hardy Amies London | Jan 2017 - Jun 2018

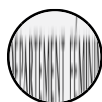
- Promoted from Digital Marketing & Ecommerce Executive to Content Executive after over one year
- Created brand copy across website, store, blog, press, social media, and email
- Pitched campaign story ideas and created a monthly visual Instagram plan on InDesign with curated imagery
- Managed social media accounts across all platforms including Instagram (28k followers), Facebook (8k+ likes), Twitter, YouTube, and Pinterest
- Planned social media posts according to events, promotions, seasons and trends, engaging with followers, and resharing influencer and tagged content
- Planned and organised creative still life photoshoots for key season products



● Freelance Copywriting & Content Work

Various | Oct 2014 - Jul 2015

- The Post Office – assisted the online content team with the digital rebranding project
- Abouttoblow.com – features writer and festival reviewer for a digital music magazine, part of Vice's blogging network
- Content writer for Atelier Fevrier – a bespoke luxury rug design company that has featured in Vogue and Elle Decoration
- John Lewis – Digital Asset Executive for branded womenswear



● Copywriter (contractor)

Département Féminin | Jan 2014 - Jun 2014

- Wrote editor's notes, brand landing pages and product copy for Old Céline, Balenciaga, Saint Laurent and more
- Created short, snappy and informative product descriptions
- Ensured the brand identity remained consistent throughout the site and

across social media

- Uploaded new web products and images via Excel CSV files, liaising with the studio team

- **Freelance Journalist**

www.readme.ae | Jun 2013 - Sep 2013

- Was a daily features writer for both online and print, covering a wide range of topics including travel, lifestyle and technology for Read, which was distributed on the Dubai Metro and had over 300,000 readers
- Received weekly briefs, working efficiently to create well-researched, informative and engaging articles
- Used ThinkStock and Getty Images to source accompanying images for each article

- **Freelance Fashion Writer and Interview Translator**

Paris Modes - Relaxnews | Jan 2013 - Mar 2013

- Freelance role for a digital fashion media agency during Paris and Milan Fashion Week 2013
- Wrote accompanying video text in English and French for runway shows including Lanvin, Versace and Dior
- Translated and transcribed interviews, provided voice-overs for Karl Lagerfeld and Kris Van Assche

Education & Training

2008 - 2011

- **Loughborough University**

BA (Hons), Printed Textile Design,

2004 - 2006

- **The International School of Toulouse**

IGCSE,