



Francesca Hadland

Copywriter & Brand Communications Specialist | Content Marketing, Features Writing, PR & Comms

📍 London, UK

[Portfolio link](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

Languages

English (Native)

German (Basic)

About

As Content Writer & Social Media Manager at Bridgman Luxury Furniture, I create and execute content and communications strategies that inspire and assist high-net worth individuals on their customer journey, drive traffic to the site, and increase brand awareness. I produce, edit, and publish audience-focused written and video content, organise and manage photoshoots, and bring products to market by creating and overseeing in-depth product marketing campaigns.

I have a BA Hons in English from the University of Nottingham, and multiple certifications in content marketing, brand communications, and features writing. I have a record of success telling inspirational brand stories through unique and impactful copy within the luxury and lifestyle industries, with a portfolio of flawless written work and successful campaigns. I am enthusiastic, self-motivated, and proactive, working well within both team and leadership positions, and always writing and creating content with originality, flair, and creativity.

BRANDS WORKED WITH

- Agatha Christie
- Bridgman
- Bright Network
- Hogarth Worldwide
- Holloways of Ludlow
- Home Staging Association UK
- IMPACT magazine
- Miss Jones PA
- University of Nottingham

Experience



● Content & Social Media Manager

Bridgman | Jul 2022 - Now

- Marrying content creation, audience-centric marketing and social strategy (aligning, auditing, distributing and promoting) to inspire and assist shoppers on their customer journey whilst driving traffic to our site.
- Producing, editing and publishing audience-focused written and video content created to inspire.
- Organising and managing photoshoots.
- Bringing products to market by creating and overseeing in-depth product marketing campaigns, from naming new collections to deciding positioning and key messaging.
- Developing brand tone of voice and implementing communications strategy to ensure consistency across all copy.
- Devising, implementing and monitoring all social media marketing campaigns (organic and paid campaign) with efforts resulting in doubled social media growth QoQ and YoY.
- Analysing, reporting on and reacting to paid social campaign performance, calculating ROAS, setting KPIs and adjusting strategy accordingly.
- Managing budgets for social campaigns, influencer collaborations, photoshoots, press editorials and paid ads.



● Content & Social Media Executive

Bridgman | Jun 2021 - Jul 2022

- Creating short and long-term content strategy to inspire customers, increase engagement, build our community, and increase brand awareness.
- Bringing products to market by creating and overseeing in-depth product marketing campaigns, from naming new collections to deciding positioning and key messaging.
- Writing page, collection and product copy into Shopify as well as blog posts designed using Shogun.
- Responsible for all digital and print B2B and B2C copy, with SEO implementation to improve SERP rankings.
- Developing brand tone of voice and style guide.
- Writing Press Releases, adverts and editorials. Producing design and furniture content for journalists on behalf of the company.
- Influencer relations and partnership management, overseeing all influ-

encer campaigns.

- Developing content ideas centred on interior design, garden design and luxury lifestyle.
- Researching, writing and editing pieces to create evergreen content for the company blog.



● Copywriter

Holloways of Ludlow | Feb 2021 - Jun 2021

- Wrote, updated and maintained all copy across website, social media, emails, business profiles and advertisements (print and digital).
- Responsible for creating all copy for website relaunch (brand pages, product pages, category pages, buying guides, footer pages), writing SEO front-facing and back-end data (meta descriptions, keywords, browser text and backlinks) to improve and establish SEO for Google search rankings.
- Created company Style Guide document outlining Tone of Voice, goals and how to achieve them.
- Wrote B2B Press Releases for trade and press contacts.
- Interviewed designers and transcribed into appropriate copy for Trade, Press and Retail.
- Compiled and presented competitor analysis for promotions on priority brands at weekly online marketing meetings.



● PR and Content Assistant

Home Staging Association UK | Aug 2020 - Dec 2020

- Developed article ideas centred on interior design, lifestyle and home staging.
- Researched, wrote and edited copy to create evergreen Fall/Winter content for 2020 and 2021.
- Edited and rewrote press releases for company website.

● Social Media and Content Management Intern

Miss Jones PA | Jul 2020 - Aug 2020

- Tasked to research businesses and input listings into WON's Wordpress CMS.
- Researched, wrote and edited articles centred on career skills and tips.
- Co-managed company Instagram (28k followers) to answer enquiries and grow community following.



● Business, Operations and Marketing Intern

Bright Network | Jul 2020 - Jul 2020

- Completed three-day business, operations and marketing internship.
- Gained marketing, sales, networking, management and teamworking skills through upskilling sessions with Google, Marks & Spencer's, P&G and other top firms.
- Created and presented a work sample marketing strategy for a real-world business expansion scenario.



● Interim Deputy Online Editor

IMPACT magazine | Jun 2020 - Jul 2020



● School of English Ambassador

University of Nottingham | Oct 2019 - Jun 2020

- Open Day Ambassador for the School of English at the University of Nottingham.
- Delivered presentations about the department and undergraduate course to prospective students and parents, answered their questions regarding the course and university life.



● Head Of Online

IMPACT magazine | May 2019 - Jun 2020

- Winner of the National Student Publication Award for Best Website 2019-20.
- Edited over 200 articles across all sections of the magazine.
- Devised and employed strategies such as SEO readability, social media

campaigns and themed content to boost reader engagement.

- Organised the Media Conference 2019, hosted industry professionals from the media sector, led Q&A and panel sessions for 50 students.
- Researched and wrote articles and podcasts across a variety of topics.
- Coordinated sponsored posts and company partnerships with local businesses to increase Impact's self-sufficiency amid SU budget cuts.
- Led team of two deputy editors, liaised with editors across Impact's seven sections to commission daily articles.



● **Treasurer**

IMPACT magazine | May 2019 - Jun 2020



● **Intern**

Agatha Christie | Aug 2018 - Aug 2018

- Mentored by the International Business Development Manager, introduced to the world of publishing, taught the laws around copyright practices as well as general information on the publishing and rights processes both in the UK and in overseas territories.
- Entrusted with designing and writing the 2019 International Book Fair presentation the company would be using, using my skills in both PowerPoint, design and written English.
- Studied the company's Digital Marketing and Social Media presence.
- Digitised copyright contracts and documents for the original publications of Christie's books from as early as the 30s and 40s.
- Shadowed the company's Creative Director to discuss the company's immense presence within the television and film industries.



● **Deputy Online Editor**

IMPACT magazine | Jun 2018 - May 2019

- Trained in Media Law.
- Responsible for overseeing the final round of editing for online articles from all sections of the Magazine, ensuring that articles fit Impact's image, style and meet the desired SEO readability score, as well as checking that facts, quotations and images abide by copyright laws.



● **Contributing Writer**

IMPACT magazine | Dec 2017 - Jul 2020

- Wrote pieces covering a broad variety of topics for the magazine in both its print and online incarnations including 'Movember – A Moustachioed Month for Male Health' and 'An Interview with Fashion and Lifestyle Blogger PetiteEllie' online, and 'A Look at Article 13' and 'Kidfluencers: Empowered or Exploited?' in print.



● **Advertising Intern**

Hogarth Worldwide | Jul 2016 - Jul 2016

- Mentored by the Global Creative Director.
- Proposed ideas for new Monsanto marketing campaign.
- Created storyboards and scripts for commercials.
- Studied how creativity can be fused with business to create success in marketing.

Education & Training

2017 - 2020

● **University of Nottingham**

1st Class BA (Honours), English

2015 - 2017

● **Colchester County High School for Girls Sixth Form**

A Levels, English Literature, English Language, Classics & EPQ in Advertising

2010 - 2015

● **Colchester County High School for Girls**

GCSEs,

