



Angharad Jones

Freelance Fashion, Lifestyle & Beauty Writer | Helping Brands with Copy, Content Writing & Content Strategy

Leeds, UK

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Links

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

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Languages

English (Native)

About

Content strategist, copywriter and content marketer with 10 years' experience. Creative and strategic with a background working in ecommerce, as well as creating and managing content for fashion, beauty and lifestyle brands. Now freelance, I work with international brands, publications and startups to establish, improve and manage their content, copy and content marketing efforts. You can view some samples of my work at angharadjones.co.uk

BRANDS WORKED WITH

Face the Future Limited

Healthcare Learning: Smile-On

Indesign Media Asia Pacific

Jurlique

The Hut Group

Worldwide London

Experience

● Freelance Writer & Content Specialist

| Aug 2021 - Now

Specialising in fashion, lifestyle and skincare/beauty, I offer copywriting, content writing, content strategy and content management for FMCG brands. I also write editorial content for a variety of printed and online publications. Examples of my work can be found at angharadjones.co.uk I've worked with: Studio Messa VenueCrew BYBI Beauty Bloom & Wild Jurlique UK Softer Volumes (formerly Hey Gents) The Essential Journal Culture Trip and more.

● Head of Content & Social

Face the Future Limited | Apr 2021 - Jul 2021

● Content Manager

Jurlique | Apr 2019 - Mar 2021

In this role I managed and created multi-channel content for Australian skin care brand Jurlique, implemented across Australia & New Zealand, US, UK and Asia.

● Senior Content Editor

Indesign Media Asia Pacific | Nov 2018 - Apr 2019

Editorial content creation and content marketing strategies for C-GEN, Indesign Media's internal content agency. In this contract role, I wrote and edited a variety of branded content for Indesign and Habitus magazines, as well as created and implemented content marketing strategies for external clients in the architecture and design industries.

● Content Marketing Manager - Luxury Fashion

The Hut Group | Feb 2016 - Feb 2018

I oversaw all editorial content and social media content for coggles.com, allsole.com, mybag.com and thehut.com, managing a team of five. Responsibilities included writing/creating all editorial content and editorial based emails for Coggles, (including the Sunday Supplement), and directing the editorial/social media content strategies for all of the luxury fashion sites. Working with the wider marketing team as well as CRM, design and trading teams, I ensured that our content and social media is in line with wider business strategies, was consistently innovative and engaging and that on-site content was SEO-led. Other duties included blogger and PR outreach and organising events, working with external brands to create original content marketing campaigns, and attending and reporting on London Fashion Week, London Fashion Week Men's and Copenhagen Fashion Week.





- **Editorial and Marketing Executive**

The Hut Group | Feb 2015 - Feb 2016

Editorial content and SEO for luxury fashion sites coggles.com and all-sole.com, previously also mybag.com and thehut.com. Responsibilities include writing blog content for AllSole and Coggles, as well as creating weekly emails for both sites (including the Coggles Sunday Supplement) and SEO.

- **Editorial Assistant**

Healthcare Learning: Smile-On | Sep 2012 - Jan 2015

Editorial Assistant for online and print media

- **Editorial/Fashion Assistant**

Wordwide London | Jul 2012 - Aug 2012

Editorial/Fashion Assistant internship for retail magazine Harlequin

Education & Training

2008 - 2011

- **Newcastle University**

English Language BA Hons, Associate Degree in English