**Zoe Kenny**

**Senior Copywriter**

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**A bit about me…**

I am an experienced senior copywriter specialising in writing for retail and FMCG.

Commercially minded, I firmly believe that brilliantly executed copy and a consistent tone of voice will not only elevate your brand but will also drive commercial value for your business by effectively engaging your customers. I keep up to date with best practice and industry trends to ensure I deliver the best possible service and value.

I’ve notched up almost 20 years’ experience working with well-known retail brands, cutting my teeth at Nicole Farhi and moving on to join Freemans Home Shopping, Debenhams Direct, and Otto UK, where I led the copywriting team.

Most recently, I’ve worked with Practicology, catering to all their clients’ written content needs; from writing product descriptions and ensuring best practice SEO, to blog writing, to developing and delivering online copywriting training. This portfolio of clients included; House of Fraser, Canon, Benefit Cosmetics, B&Q, National Geographic, Paul’s Boutique, Wilko, and Monica Vinader.

While searching for the right full time role I am working on freelance projects.

**Experience**

***Freelance Senior Copywriter- ZCK Copywriting (March 2017 – present)***

I create words that work hard to position brands in the marketplace, and which influence and persuade to close the sale. My input ultimately helps to increase traffic and conversions.

***Senior Copywriter – Practicology (January 2012 – March 2017)***

Practicology is a multichannel and ecommerce consultancy offering a portfolio of services to assist B2C and B2B businesses with their multichannel challenges.

As senior copywriter, I liaised with clients to understand their needs and challenges ensuring I met their business objectives. I produced content for areas including; digital marketing (email campaigns, banners), website copy (homepage, category landing pages, product copy), and content marketing (blogs, email). Clients included; National Geographic, Wilko, Hunkemoller, English Cheesecake Company, and Paul’s Boutique.

**Some project examples**

**Canon:** I was seconded to Canon’s in-house team for 3 days a week over a period of 4 months to help them create copy for their new direct to consumer site. This involved working alongside the design, UX, buying, marketing, and SEO teams to produce copy for the customer journey, as well as optimised product copy for bestsellers and engaging and compelling site copy. I ensured a consistent tone of voice throughout, that adhered to Canon’s brand guidelines.

**B&Q:** I consulted on tone of voice and developed and delivered an online copywriting course to upskill the in-house team at B&Q. This involved coaching them on best practice covering; producing product copy, how to deliver a consistent tone of voice across all channels and SEO. I also created and delivered bespoke copywriting training for House of Fraser, Benefit Cosmetics, and Monica Vinader.

**English Cheesecake Company:** I fine-tuned the brand’s tone of voice as part of their rebranding and new website launch. I also wrote product copy for their bestsellers, as well as category landing page copy and static pages.

**Hunkemoller:** Working with Practicology’s social media consultant, I ran the outreach/influencer marketing for Dutch lingerie brand Hunkemoller, further to the launch of their UK site. We focussed on SEO through quality ‘white hat’ link building. This included managing the client’s expectations and liaising with their marketing and PR teams to develop an organic outreach/content strategy, building out a database of key influencers, communication with influencers, management of samples, and monthly reporting to the client.

***Freelance Copywriter - ZCK Copywriting (July 2008 – December 2011)***

Supported a variety of businesses - from Great Plains and The British Heart Foundation, to SMEs and Practicology - on a freelance basis across a range of channels; from brochure copy, to website copy, to promotional leaflets.

***Head of copy – Freemans/Otto UK (January 2002 – July 2006)***

Led a team of 6 copywriters to deliver content across Freemans’ range of titles including; Freemans, Grattan, and Kaleidoscope, working to very tight production schedules.

* Managed the team, allocating workloads/planning schedules
* Coached and developed team members
* Wrote ‘roof’ pages for publications plus direct marketing material
* Edited and proofread team members’ work
* Ensured a consistent tone of voice across each publication
* Signed off all content produced

***Copywriter – Debenhams Direct (June 2001 – January 2002)***

***Copywriter – Freemans (June 1999 – January 2002)***

***Marketing Assistant – Response Electronics (February 1999 – April 1999)***

***Assistant Merchandiser/Buyer – Nicole Farhi (July 1998 – February 1999)***

**Education**

***The Surrey Institute of Art and Design (October 1995 – June 1998)***

***BA (HONS) Fashion Promotion and Illustration (2:1)***

A unique, modular degree programme involving the study of imaging, fashion journalism, fashion marketing and public relations.

***Glenthorne High School; A-levels: Art (A); English (B); & 8 GCSEs (Sept 1988 – June 1995)***

**A little bit more about me…**

I’m not all work and no play. I enjoy lots of extra-curricular activities including long dog walks at weekends, yoga, swimming, and soaking up as much vitamin D as possible.

**References available on request**