**SAMANTHA FITZGIBBONS**

Copywriter / Author

‘Chief Word Slayer’

**Curriculum Vitae**

www.samanthafitzgibbons.co.uk

info@samanthafitzgibbons.co.uk

West Midlands, UK.

**07976 952522**

**Key Skills**

* Numerous years within a marketing role have provided me with a profound understanding of successful copywriting campaigns required for a visible digital footprint.
* Experience of conceptual writing for business with detailed, innovative copywriting campaigns suggested and provided to cover numerous suitable social media platforms, thus driving sales.
* Self-declared, impeccable editor and proof reader responsible for the negation of sub-standard grammar, shady translations and uncomfortable syntax.
* Highly-skilled and experienced in devising and adapting content to the requirements of a brand, and retaining continuity throughout all future content.
* Efficient ‘deadline-keeper’ with a fast turnaround for copy where quality is uncompromised.
* Vast experience of writing for numerous industries whilst ensuring that the written ‘voice’ is fully relevant to brand identity and character.
* Regularly guest-blog for various non-profit company websites on a voluntary basis. These sites deal with mental health issues and aim to lessen angst and encourage greater self-belief and empowerment.

**Employment History**

**Webosaurus Digital Agency (London)** – **Freelance Conceptual Copywriter**

February 2021 to present.

Approached to design and create an effective copywriting strategy to increase online visibility for three Dubai-based immigration consultancies. B2B copy created with specific attention paid to the development of creating relationships with employers from across the globe and further assisting in the immigration process for potential foreign employees. After receiving a brief, I undertake intensive research to gain a thorough understanding of the industry, emerging trends and changes within immigration laws that may be relevant. I devise content in the form of blogs, web pages, social media and Google ad-headlines and descriptions. Due to the language barrier and inevitable issues associated with translation, I continually proofread and edit to ensure that copy is suitable for western audiences and presented in a comfortable and engaging manner.

Due to the ongoing success of these campaigns, I am currently producing full web copy, blogs, social media and SEO for a large overseas learning platform devised by Webosaurus. Aside from a quick turnaround, I frequently suggest innovative copy strategies to enable greater visibility across numerous channels.

**The Underdog Agency (Manchester)** – **Freelance Copywriter**

December 2020 to present.

Within this fast-paced agency that require a rapid turnaround of work, I produce blogs for numerous clients that seek to remain up-to-date within an ever-changing workplace. Frequently, I create blogs for design agencies/companies, high-end furniture manufacturers and bespoke office washroom designers. Though often provided with copy ‘titles’, I research industries, trends and regular changes to ensure that copy remains current and successfully suggest additional topics. Most commonly producing content in the field of employee-wellbeing, sustainability within the modern workplace, collaborative spaces, flexible furniture, office inclusivity, neurodiversity within the workplace, improving mental health in the office and the benefits of biophilia. I work hard to retain continuity for each client ensuring that the copy is in keeping with the nature of the topic.

**Author** – **Happy State**

Present

I have completed a fictional novel in the YA dystopian genre. I successfully gained a publishing deal with Crystal Peake Publishing during in summer 2021 and have just completed a final edit with my editor. Happy State has currently ‘gone to print’ and will be released during summer 2022.

**Star Consultancy** – **Freelance Copywriter**

Jan 2019 to present

Approached to create content in the field of safeguarding, online radicalisation and risk-factors for numerous projects. I produced web content utilising the appropriate tone for the sake of sensitivity, and created a number of B2B blogs that were aimed at the necessity of regular, ongoing safeguarding training for educational institutions, hospitals and corporate organisations. My degree and post graduate study have provided me with the understanding required to undertake work of this nature, particularly the requirement for a rapid call to action. I continue to proofread and edit all ongoing work.

**AB Marketing** – **Freelance B2B Marketing Coordinator and Copywriter**

March 2016 to present

I deal with numerous organisations in the creation and assistance of successful marketing strategies. All client email material is thoroughly edited or created to ensure a comfortable, professional and brand-consistent read. Copy is regularly assessed for both error and continuity. I speak regularly to clients to both suggest and undertake fresh campaigns that are suitable to their offering. My work incorporates the use of CRM, Salesforce, Zoom, Google Meetings, Slack, and Linkedin as a highly effective social media channel. I assess existing under-performing campaigns and make suggestions for more suitable applications. Experience has enabled me to instinctively understand the digital marketing needs of a company, thus allowing me to suggest suitable platforms, channels and campaigns that will be of greater benefit.

**SAFENET** – **Freelance Copywriter**

Jan 2019 – 2020

Responsible for the re-write of white papers, web copy and creation of promotional event material for forthcoming events aimed at safeguarding professionals. Due to the highly sensitive nature of the work undertaken by Safenet in the field of safeguarding, cyber bullying, teenage suicide and grooming, all content was of a sensitive nature. I successfully created delicate-yet-informative copy with a definitive call to action, and provided numerous suggestions to engage with potential victims without overwhelming.

**Memoraid** – **Freelance Marketing Manager**

Aug 2015 to 2016

Responsible for the online marketing of new, award-winning memory supplement, ‘Memoraid’. I forged strong relationships with CEO’s and pharmacists and provided them with up-to-date information on the product, as well as ensuring that Memoraid remained fully stocked within their retail unit. I set up business accounts and constantly monitored sales, stock and marketing strategies to ensure that the system remained seamless from order through to aftercare. One of the most fulfilling roles undertaken due to the vast improvement in memory capabilities of neurologically-injured patients.

**Various** – **Actor and Voiceover Artist**

January 1997 to 2015

Professional ‘jobbing’ actor and voiceover artist in the tumultuous world of Film, Theatre and TV. I was the official voice of Travcoa USA and Porsche after recording a multitude of on-hold, advertising messages, as well as vocally guest ‘starring’ on various websites, YouTube videos and TV commercials.

I co-created a burlesque stage show called ‘Garters by Gaslight’ which I additionally directed and performed in.

**Education and Qualifications**

The Open University

Sep 2011 – 2016

BSc Psychology 2:1 (Hons)

Staffordshire University

Sep 2016 – 2017

PGCert Crime, Terrorism and Global Security (Distinction)

**The Other Stuff**

Happily married with 2 great dogs and a cat. We love touring and finding adventure in our T5 campervan, and snowboarding in the winter months. Fitness fanatic with a great fondness for yoga, meditation and nipping to the pub.