

JENNIFER WILKINS

I'm a content editor and copywriter with more than 10 years' digital marketing and social media experience working on fashion, luxury and lifestyle brands.

From popular high street retailer New Look, to covetable diamond jeweller De Beers, I excel at understanding a brand and shaping its content in a way that's inspiring, relevant and engaging.

EXPERIENCE

AUG17-ONGOING

FREELANCE CREATIVE CONSULTANT
SHACKLETON

- Developing new art direction and tone of voice for the latest product range.
- Creating concept and visual guidelines for Harvey Nichols Edinburgh pop-up shop.
- Concepting ideas for the pop-up shop launch and activation campaign.

NOV16-MAR17

FREELANCE CONTENT CREATOR
CATH KIDSTON

- Created content on an ad-hoc basis to support key seasonal campaigns across the brand's website, blog and social channels.
- Coordinated, styled and photographed still life photoshoots, following the brand aesthetic.

SEP17-SEP17

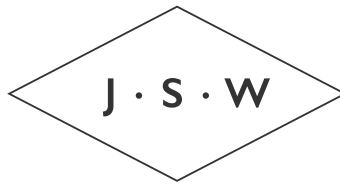
FREELANCE CONTENT CREATOR
MONSOON/ACCESSORIZE

- Created additional social content to support the brand's AW16 campaign, highlighting key womenswear and childrenswear products.

MAR15-AUG16

SOCIAL CONTENT EDITOR
NEW LOOK

- Developed and delivered the content strategy for all social media channels.
- Translated fashion trends, consumer insights and brand priorities into a content calendar.
- Worked with the marketing team to develop the brand's tone of voice and visual guidelines.
- Managed all content idea development and creation for social media channels.
- Developed a strong visual aesthetic to communicate brand priorities.
- Coordinated, art directed and photographed in-house social media shoots.
- Ensured brand guidelines and tone of voice were delivered through all social media content (UK and internationally).
- Provided visually engaging paid social assets.
- Provided social media guidance to local markets.
- Briefed and collaborated with third party content agencies and photographers, providing art direction and feedback.
- Collaborated with the design team to develop highly creative and innovative approaches to content.
- Identified and worked with influencers on key campaigns, providing briefs and content guidelines.
- Provided live event coverage e.g. Wireless music festival and photoshoot behind-the-scenes content.
- Managed junior team members and interns.



EXPERIENCE CONT.

JUL08-MAR15

SENIOR COPYWRITER & CONTENT EDITOR
AKQA

- Creative Lead on LoveGold, a jewellery brand for the World Gold Council.
- Copy Lead on Forevermark Diamonds, a De Beers company.
- Copywriter on Swatch, Lancôme, MINI, EE, Sainsbury's, Fiat and Nike.
- Provided multichannel content strategies.
- Concepted campaigns and content.
- Created briefs for influencers, photographers and filmmakers.
- Planned and established editorial processes.
- Produced content plans and schedules.
- Provided copy for brand blogs, editorials, films, websites, social media and advertising.
- Created and maintained brand style guides.
- Managed junior and freelance writers.
- Published content and provided community management when needed.

FEB04-JUL08

PA & MARKETING ASSISTANT
MULLENLOWE PROFERO

- Junior Copywriter on Next, RoC Skincare and Johnson & Johnson.
- Supported the Marketing Director with press events.
- Maintained the company website and social channels.
- Coordinated content for the global company newsletter.
- Wrote the PR newsletter.
- Produced competitor reports on potential new clients.
- Managed diaries for the Managing Director, COO and People Director.

EDUCATION

SEP00-JUN03

ROYAL CENTRAL SCHOOL
OF SPEECH & DRAMA
BA (Hons.) Drama & Education 2.1

COURSES

NOV16

GENERAL ASSEMBLY
Photoshop Bootcamp

OCT16

GENERAL ASSEMBLY
Google Analytics Bootcamp

SOUTHEND ADULT
COMMUNITY COLLEGE
Digital Photography

APR08

LONDON ACADEMY
OF RADIO, TV & FILM
Screenwriting

JUN07

LONDON COLLEGE
OF COMMUNICATION
Creative Copywriting

SKILLS

Content Strategy & Planning, Copywriting, Editing, Concepting, Art Direction, Styling, Photography, Community Management

Word, Excel, Powerpoint, Keynote, Photoshop, Illustrator, Sprinklr, Omniture, Sitecore CMS, Google Analytics

PERSONAL

Nationality: British

Date of birth: 03.07.1979

Outside work I enjoy being creative in other ways. Taking photos, making clothes or trying my hand at interior design. You'll also often find me at the V&A or events like the Vogue Festival.

CONTACT

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