



EMMA LEYLAND

COPYWRITER & CONTENT WRITER

A stickler for details. Bundles of enthusiasm. Project juggler extraordinaire. Takes criticism on the chin. An up-for-new-things person. Someone who simply hates being bored... Hi, I'm Emma!

With years of experience in marketing copy and campaign content, I am passionate about using words to educate, engage, and inspire.

CONTACT

✉ emmavictorialeyland@gmail.com

☎ 07540565506

📍 Hackney, London

EXPERTISE

- Adobe Creative Suite
- B2C Copywriting
- CMS Experience
- SEO Content Writing
- Google Analytics
- Microsoft Office

INTERESTS

- Art
- Crafts
- Music
- Reading
- Vintage Design & Fashion
- Yoga

EDUCATION

UCA CANTERBURY

BA Fine Art 2:1

WORK EXPERIENCE

ENGLISH COPYWRITER

June 2022 - Present

Susanne Kaufmann Skincare

- Responsible for all EN copy across digital, social, online and retail touchpoints, including email
- Working closely with Product Development to produce technical packaging copy
- Working closely with senior stakeholders on product launches, campaigns and ongoing marketing strategy

COPYWRITER

March 2019 - June 2022

Coast Fashion & Karen Millen, Boohoo Group

- Responsible for all copy across digital, social, online and offline touchpoints
- Working closely with the Head of Creative and Marketing Director to concept campaigns with 360° messaging
- Managing, shaping and elevating ToV for both brands
- Overhauling Coast's ToV as part of a re-brand

DIGITAL MARKETING ASSISTANT

Jan 2018 - April 2019

Burton Menswear & Dorothy Perkins, Arcadia Group

- Responsible for all SEO copy and manual on-site optimisation, alongside copy to support CRM and paid social channels.
- Worked with an external SEO agency to create quarterly content plans for the whole Digital department
- Reporting weekly/YoY search growth using Google Analytics

FREELANCE COPYWRITER

Oct 2016 - Dec 2017

Dorothy Perkins, Topshop, Ted Baker & SecretSales

- Producing up to 60+ product descriptions per day, alongside SEO content writing
- Acquired technical fabric and construction knowledge