

SAFRA DUCREAY

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PERSONAL STATEMENT

Accomplished Brand Voice and Tone Strategist with 16 years of experience working cross-functionally with relevant stakeholders to define, elevate, and amplify a consistent brand voice across 360 channels. Empathy-led Communicator focused on developing relatable brand narratives that lead to emotional buy-in for customers.

SUMMARY OF EXPERIENCE

- Experience developing tone of voice and establishing content pillars for consumer-facing brands
- Experience building relationships with key internal and external stakeholders to help grow brand presence
- Experience devising brand marketing strategies aligned with company objectives
- Experience establishing brand voice guidelines and ensuring consistency across every consumer touchpoint
- Experience collaborating cross-functionally to explore creative ideas whilst working against a clear brief
- Experience collaborating with internal partners to help craft brand and seasonal strategy and product positioning
- Experience working at scale and can handle work schedule and project manage effectively
- Passionate about working within new areas and pushing status-quo thinking to deliver innovative storytelling
- Experience developing and executing content strategies across global markets
- Strong understanding of youth culture and digital communication

RELEVANT PROFESSIONAL EXPERIENCE

MARKETING COPYWRITER

2023 TO PRESENT

CENTRO AGENCY

Spearheaded the development and implementation of Tone of Voice guidelines for multiple products. Oversaw and improved the delivery of quality writing for digital, email, and social assets by adopting a new internal communications methodology.

- Worked closely with cross-functional teams to lead training and company wide buy-in for tone of voice documents.
- Implemented quality control measures to ensure that the software being developed and deployed met industry standards and customer expectations.
- Drove complex workstreams independently and directed others in order to develop a well-crafted narrative.
- Developed and implemented strategies to develop brand voice through market research and customer insights
- Recruited, hired, and developed freelance copywriters in order to deliver on product needs.

BRAND COPYWRITER

2021 TO 2022

DECIEM (The Ordinary, NIOD)

Helped to define, implement and elevate brand voice and content strategy, oversaw writing and editing copy across email, digital, social, in-store display, and OOH, concept for seasonal campaigns and initiatives, worked cross-functionally to create 360 brand experiences.

- Worked with Brand, Creative, Partnerships, Email Marketing, Legal, Regulatory, Science Communications, User Experience, eCommerce and Digital Media teams to develop and write end-to-end content across the web, email, and social for The Ordinary and NIOD.
- Wrote all content for the Skincare Regimen Builder.
- Led UX Writing for DECIEM's global gift card launch.
- Wrote weekly email newsletter content to over 1.5 million subscribers.
- Decibel Panel (UX project): created newsletter, website, and survey questionnaire copy for large-scale UX project (surveying and eliciting opinions from 2500 highly-engaged consumers).

CONTENT STRATEGIST

2020 TO 2021

BLACK PROFESSIONALS IN TECH NETWORK

Built overarching approach to brand voice and content strategy throughout the organization in various settings, partnered with key senior leaders to create alignment and communicate brand vision across relevant channels.

- Wrote all content for BPTN's Black Tech Experience Assessment Tool.
- Revamped content strategy for the BPTN blog and wrote an investigative piece on issues with the racialization of facial recognition technology, which increased traffic to the blog by over 150% and created new engagements.
- Spearheaded new editorial structure to streamline the brand's internal and external tone of voice.
- Developed and wrote all content for the BFUTR 2020 Global Tech Summit.

CONTENT EDITOR

2018 TO 2020

NEED SUPPLY & CO.

Worked in partnership with leadership to position brand as a content hub for established and emerging tastemakers to appeal to its Generation Z and millennial target audience.

- Worked within a multidisciplinary team, playing a pivotal role in implementing creative storytelling across brand channels.
- Led teams through workshops to share content strategy plans, pitch stories and ensured continuity across our initiatives and projects.

SELECT JOURNALISM & COPYWRITING EXPERIENCE

GOAT Sneaker Marketplace, Greatest magazine, Contributor, 2018 to 2019

FAUBOURG, Senior Brand Content & Social Strategist, 2017 to 2018

The BoomBox News & Features Writer, 2018

Noisey Music, Contributor, 2018

ALL Def Digital, Social Video Producer, 2018

Highsnobiety, Contributor, 2018

The Guardian, Contributor, 2018

SSENSE, Contributor, 2018

Pigeons & Planes, Contributor, 2018

i-D Magazine, Contributor, 2018

DAZED Group, Contributor, 2013 to 2018

CLASH Magazine, Contributor, 2013 to 2018

Modenova.com, Fashion Social Media Writer, 2014 to 2016

REVOLT TV, Online Contributor, 2014 to 2015

MTV.co.uk, Online Contributor, 2014

The Independent (i), Contributor, 2013

Complex.com, Style Contributor, 2012 to 2014

Boutique 1, Fashion Content Manager, 2013

Harvey Nichols, Fashion Product Copywriter, 2012 to 2013

COS Stores, Fashion Product Copywriter, 2012

Selfridges, Fashion Product Copywriter, 2011 to 2012

Transcontinental Media, Social Media Coordinator, 2009 to 2011

SKILLS

- Brand Narrative
- Brand Voice and Tone
- Brand Guidelines
- Omnichannel Content Strategy
- Copywriting
- Teamwork
- Problem Solving

TOOLS

- Figma
- Adobe Creative Cloud
- Milanote
- Monday.com
- Microsoft 365
- WordPress
- Google Workspace

EDUCATION

SENECA POLYTECHNIC

Diploma, Interactive Media Design

YORK UNIVERSITY

Bachelor of Arts, Professional Writing