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# Sarah Hough

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## CONTACT

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+44 (0)7478 221 025

Portfolio: [emeraldnordlys.github.io](https://emeraldnordlys.github.io)

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## SKILL SET

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12 years creative writing experience

8 years copywriting experience

Advanced interpersonal skills

Expert SEO and editing abilities

Experienced in remote working within  
cross-functional teams

Natural collaborator

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## ADDITIONAL INFO.

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British with dual citizenship (Irish)

Current base: Edinburgh, Scotland

Languages: basic German,  
learning Norwegian

Joys: painting, writing, yoga

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## PROFILE

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My work pivots on creating and delivering high-quality content of meaning. I find raw ideas exciting to actualise and thrive on capturing people through words, prompting them to care and actively engage. Passionate about helping others and creating work of substance, I firmly believe in collaboration, optimism and being a self-starter.

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## EXPERIENCE

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### FUNDRAISING COPYWRITER

Hearts & Minds, Edinburgh - June 2018-Dec 2019

Composed and implemented strategic documentation for digital fundraising purposes including detailed reports and planning. I led community engagement, researched fundraising opportunities and managed volunteers, in addition to representing the charity at events as they arose.

### SENIOR COPYWRITER

Care Sourcer, Edinburgh - June 2017-April 2018

Built branding frameworks, content strategy and managed content across multiple channels as well as researching and devising weekly online articles. Conducted user research and mapped out their journeys before implementing the learnings within marketing strategy.

### CREATIVE COPYWRITER

Freelance, Berlin - Nov 2015-June 2017

Created concepts and crafted copy for articles, newsletters, campaigns, landing pages and apps, alongside providing strategic brand consultation, advanced marketing plans and on occasion management of other writers.

### CREATIVE LEAD

Tailor & Tales, Berlin - Oct 2013-Nov 2015

Delivered content for online lifestyle magazine while driving art direction (photography, mood videos) and brand development. Managed the marketing team and freelancers alongside all communications with creative agencies.

### DESIGNER & FOUNDER

Sonnet London, London - March 2011-June 2016

Designed and produced a bespoke necklace service sold both online and in-store after securing funding from David Cameron's Young Entrepreneurs Scheme. Built the brand from scratch and hired three members of staff.

## REFERENCES

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Philippa Quinn  
Line Manager  
Hearts & Minds, Edinburgh  
m: 07843 484 842

Hannah Putsey  
General Manager  
Hearts & Minds, Edinburgh  
[hannah@heartsminds.org.uk](mailto:hannah@heartsminds.org.uk)  
t: 0131 229 4037

Andrew McGinley  
Co-founder and CEO  
Care Sourcer, Edinburgh  
[a.mcginley@caresourcer.com](mailto:a.mcginley@caresourcer.com)

Sif Bjornsdottir  
Former Marketing Manager  
Tailor & Tales, Berlin  
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Dr. Gary Stanley  
Former Director  
The Gorilla Foundation, CA  
[garymitchelstanley@gmail.com](mailto:garymitchelstanley@gmail.com)

## CREATIVE TEACHER

Freelance, London - Nov 2007-Jan 2011

Devised and taught creative lessons to children designed to boost their creative thinking. Developed a full-time client base across central London coupled with teaching creative writing workshops to adults.

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## EDUCATION

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MA CREATIVE WRITING  
(Distinction) Brunel University, London  
2005-2007

BA (HONS) ENGLISH WITH DRAMA  
(2:1) Brunel University, London  
2002-2005

INTRODUCTION TO ANIMAL BEHAVIOUR AND WELFARE  
Oxford University, 2013 (3-month course)

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## VOLUNTEERING

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Hold That Happy Thought (2016-2019)  
Made and donated personalised keepsakes for vulnerable children in need of comfort and strength.

The Gorilla Foundation (2015-2017)  
Contributed to the COP21 Climate Conference opening video, edited monthly e-newsletters and advised on membership strategy. I worked remotely via Zoom with the Executive Director as they are California based: [koko.org](http://koko.org)

Pass the Crayon (2016)  
Assisted refugee children in Berlin through art workshops designed specifically as a safe space for creative expression to build resilience after trauma.