

SHEENA ISOKARIARI

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Social Links: [Twitter](#) | [LinkedIn](#) | [Instagram](#)

Highly creative, adaptable and with a clear strategic mindset, I am a London-based, multi-skilled freelance social media manager and copywriter who has been delighting clients for over seven years with engaging, high-impact copy. Passionate about delivering exciting, innovative concepts and content that followers engage with and brands are proud of, I have a track record of successfully growing communities, developing social audiences/engagement and driving significant increases in sales, subscribers and traffic to websites via a range of platforms. I am naturally collaborative with strong commercial acumen and am comfortable working with clients/stakeholders at all levels. Extremely well organised and a skilled multi-tasker, I am adept at balancing priorities and consistently delivering high-quality copy/content on time to strict deadlines. Demonstrating my creativity through words and ideas is a key strength and I pride myself on writing punchy, informative copy that is unique, engaging and fresh.

Key Skills and Experience

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| ▪ Product copy | ▪ Advertorials | ▪ Video transcription |
| ▪ Editorial copy | ▪ In-store POS | ▪ Catalogue and leaflets |
| ▪ Blogging and social media | ▪ Email newsletters | ▪ Script writing: TV adverts |
| ▪ Proofreading and sub-editing | ▪ Adapting writing style | ▪ Press releases and articles |
| ▪ Creative and SEO copywriting / content writing | ▪ Banners, homepage and landing pages | ▪ Influencer marketing and bloggers outreach |

Technical Skills

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| ▪ Spredfast | ▪ Slack | ▪ Omniture |
| ▪ Hootsuite | ▪ Trello | ▪ Google Analytics |
| ▪ HTML (Basic) | ▪ Olapic | ▪ Snagit |
| ▪ Photoshop (Basic) | ▪ Curalate | ▪ Google Ad words |
| ▪ WordPress and various CMS (Sitecore, Drupal, AX) | | ▪ Meta descriptions and alt tags |
| | | ▪ MS Office: Word, PowerPoint, Excel |

Freelance Career: 2019 – Present

2020

- **Greenlight (Selfridges) – Digital Copywriter** April – May
Contributing to writing 5000 PLPs for the Selfridges website, working in a team of seven writers.
- **Spring Studios (The Body Shop) – Creative Copywriter** March – April
Writing SEO-optimised copy for 145 PLP in the new tone of voice for the new The Body Shop website.
- **Max Factor (Coty) – Copywriter and Social Media Manager** Aug – Nov 2019, Feb 2020 – March 2020
Reviving the Max Factor Global website by overhauling all copy and creating a distinctive tone of voice.
Planning and managing the social media content calendar; writing all captions (from Nov 19 – Dec 2020) for Instagram.

- **Radley London – Creative Copywriter** Aug – Sept 2019, Nov 2019 – Feb 2020
Crafting creative and commercial copy for website, weekly emails, product descriptions, blog and campaigns.

2019

- **New Look – Creative Copywriter** Sept – Oct
Developing copy for campaigns, website, social media channels and weekly emails.
- **Imagination – Social and Content Manager** June – Aug
Writing articles for the website; managing and development content for social media channels.
- **Moonpig – Creative Copywriter** May – June
Writing SEO-friendly long copy for the Moonpig blog.
Producing copy for website, weekly newsletters and push notifications.
- **White Stuff – Social Media Manager** March – May
Managing all social media channels: Facebook UK and Germany, Instagram, Twitter, Pinterest.
Holding overall responsibility for creating and delivering the social media calendar.
- **Karen Millen/Coast – Fashion Editor** Feb – March
Producing editorial long and short copy for social media channels, features, website and weekly emails.
- **Revolution Beauty – Digital Copywriter** Dec 2018 – Jan 2019
Crafting copy for press releases, weekly newsletters, social media and the website across five brands

Freelance/Contract Career: 2016 – 2018

- **Glamour UK Magazine – Social Editor and Content Writer** Oct 2018 – Nov 2018
Writing copy for social platforms and daily articles, resulting in an increase in followers and engagement.
- **Miss Selfridge – Fashion Editor** Sept 2018 – Nov 2018
Developing copy for social media channels, blog, website and weekly emails.
- **Topshop/Topman – Social Media Editor.** Aug 2018 – Aug 2018
Managing daily social organic activity on Instagram and Twitter.
- **AMV BBDO – Social Media Manager** April 2018 -July 2018
 - Developed the social media and influencer strategy with the Senior Strategist, which resulted in increasing engagement and reach amongst existing followers and gaining new followers.
 - Presented content ideas and brand social strategy to client.
 - Responsible for refreshing the tone of voice across social.
 - Created and owned the monthly social content calendar, generated fresh social concepts.
- **Saatchi & Saatchi – Social Media Manager/Community Manager** March – April 2018
Managing the social media accounts for six brands across Facebook, Twitter and Instagram.
- **TK Maxx (Contract) – Digital Creative Copywriter** Aug 2016 – Jan 2018
 - Successfully leading and executing the first Black Friday campaign. Newsletters resulted in a record-breaking week for Black Friday email revenue; 970,000, (+ 27%), the highest revenue to date.
 - Revamping content and copy for the weekly Early Access newsletter, which smashed KPI's for email newsletter revenue. Email took 155,000, +51% vs the previous year, and saw the highest increase in new sign ups (11K in one week).
 - Writing SEO-friendly, creative copy for the website, social media and weekly email newsletters (12-14 per week, sent to over 1.5 million subscribers), ensuring copy is in line with brand tone of voice.
 - Developing concepts and working with Digital Designers to ensure impactful copy/design communication.

- Overseeing and supervising a team of freelance and junior copywriters: proofing/editing their work, leading team meetings to discuss/allocate briefs and assisting with the recruitment of new freelancers.

- **River Island – Creative Copywriter** March – April 2018 -
Crafted editorial and engaging copy for the website and weekly emails.

Freelance/Contract Career Overview: 2012 – 2015

2015

- ASOS.com – Copywriter Aug – April
- Selfridges – Copywriter July – Aug
- Manning Gottlieb OMD – Content Planner June – July

2014

- Monsoon/Accessorize (Contract) – Social Media Editor Dec – April 2015
- FitFlop (Contract) – Copywriter Sept – Dec
- Arcadia Group – Creative Copywriter/Social Media Manager March – Sept

2013

- Original Additions (Contract) – Marketing Assistant Jan – Feb 2014
- Matchesfashion.com – Copywriter Dec – Dec
- Selfridges.com – Fashion Online Content Writer July – Aug
- John Lewis (Contract) – Fashion Copywriter April – July
- Sleek MakeUP (Contract) – PR Assistant Nov 2012 – Feb 2013

Early Career

- Brand Manager – Topshop (*Part-time*) Feb – Sept 2012
- Junior Buyer – East (*Redundancy*) Feb – Oct 2011
- Senior Trainee Assistant Buyer – Debenhams May 2007 – Feb 2011

Education

- Fashion Buying and Merchandising Course: The London College of Fashion
- BA (Hons) Degree in Media and Cultural Studies: The University of East London