**SHEENA ISOKARIARI**

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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 § * Editorial copy § * Blogging and social media § * Proofreading and sub-editing § * Creative and SEO copywriting / §   content writing    **Technical Skills** | Advertorials §  In-store POS §  Email newsletters §  Adapting writing style §  Banners, homepage and landing § pages | Video transcription  Catalogue and leaflets  Script writing: TV adverts  Press releases and articles Influencer marketing and bloggers outreach |
| * Spredfast § * Hootsuite § * HTML (Basic) § * Photoshop (Basic) § * WordPress and various CMS §   (Sitecore, Drupal, AX)      **Freelance Career: 2019 – Present** | Slack §  Trello §  Olapic § Snagit § Curalate § | Omniture  Google Analytics  Google Ad words  Meta descriptions and alt tags  MS Office: Word, PowerPoint, Excel |

**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**

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| --- | --- | --- |
| § | **New Look – Creative Copywriter**  Developing copy for campaigns, website, social media channels and weekly emails. | Sept – Oct |
| § | **Imagination – Social and Content Manager**  Writing articles for the website; managing and development content for social media channels. | June – Aug |
| § | **Moonpig – Creative Copywriter**  Writing SEO-friendly long copy for the Moonpig blog.  Producing copy for website, weekly newsletters and push notifications. | May – June |
| § | **White Stuff – Social Media Manager**  Managing all social media channels: Facebook UK and Germany, Instagram, Twitter, Pinterest.  Holding overall responsibility for creating and delivering the social media calendar. | March – May |
| § | **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

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| **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    **Early Career** | Nov 2012 – Feb 2013 |
| § Brand Manager – Topshop *(Part-time)* | Feb – Sept 2012 |
| § Junior Buyer – East *(Redundancy)* | Feb – Oct 2011 |
| § Senior Trainee Assistant Buyer – Debenhams    **Education** | May 2007 – Feb 2011 |

* Fashion Buying and Merchandising Course: The London College of Fashion

* BA (Hons) Degree in Media and Cultural Studies: The University of East London