

HAYLEE S

COPYWRITER, EDITOR AND BRAND WRITER

CONTACT

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STRENGTHS

- ✓ ATTENTIVE TO DETAIL AND DEADLINES
- ✓ SKILLED MULTITASKER
- ✓ HIGHLY ACCURATE
- ✓ INTERNATIONAL EXPERIENCE

INTERESTS

- ✓ FILM, BOOKS, MUSIC, FASHION
- ✓ CREATIVE WRITING
- ✓ ARTS AND CULTURE
- ✓ POLITICS

QUALIFICATIONS

Developmental Editing, 2023

UCLA Extension Program

Advanced Editing and Publishing, 2021

The Australian College

Editing and Publishing, 2021

The Australian College

AdSchool (Copywriting), 2013

Australian Advertising Council

Bachelor of Business (Advertising), 2011

Queensland University of Technology

TECHNICAL SKILLS

- COPYWRITING, CREATIVE WRITING, EDITORIAL WRITING
- COPYEDITING, PROOFREADING, DEVELOPMENTAL EDITING
- CONCEPT CREATION, PRODUCTION, ART DIRECTION
- MICROSOFT, GOOGLE, ADOBE PROGRAMS
- WORDPRESS
- NATIVE ENGLISH (BRITISH & AMERICAN), C1 GERMAN

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COPYWRITER, EDITOR AND BRAND WRITER

EMPLOYMENT SUMMARY

Freelance Editor, Brand Consultant and Copywriter

Oct 2021 – Present

Various freelance editing and writing roles for companies including **CoreM x National Geographic Apparel, Powerhaus Engineering, CopyPress, Publishing Services.**

Copywriter, Right Hook Digital (maternity cover)

Mar 2023 – Jun 2023

Copywriter for performance marketing. Writing social ads and email copy for retail brands that capture attention and convert sales. **Judith March, Marcozo, Bimby + Roy, Rebel Gypsy, OnceWas, Olga Berg.**

Creative Director Copy, Social Chain Germany

Jun 2022 – Feb 2023

Leading the copy, concept and social media teams through content creation and execution for global social media accounts including **N26, Stoli Vodka, Tulchan Gin, The Hidden Sea.**

Head of Concept and Creation, We Are Era (formerly Divimove)

Nov 2017 – Oct 2021

Leading and developing the international copy/concept and graphic/art direction teams for brand and broadcaster projects, pitches and campaigns. Producing campaigns from concept to final delivery for brands including **Arte, Tinder, bebe, Bethesda, Iglo.**

Copywriter / Social Media Manager, KKLD*

Apr 2015 – Oct 2017

Management and development of concept, strategy and copy for paid and organic campaigns for multiple international brands, including **MINI and Baume et Mercier.** Content creation appropriate for various digital platforms and social media management interfaces.

Copyeditor / Marketing Assistant, Nose to Tail

Mar 2012 – Sep 2014

Marketing coordination; copy and concept creation; liaising with clients, stakeholders and business partners; writing, editing, and proofreading client text for clients including **CBRE, MSO, Token Artist Management.**