

JUNE WHITTLE

Freelance Copywriter, Blogger and Author



📍 London

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PERSONAL PROFILE

Versatile copywriter with a developed writing style. Able to grasp concepts quickly, identify client's needs and translate them into high-quality, engaging and beneficial copy.

Experienced in working with diverse audiences by using transferable skills gained from teaching. Having excellent interpersonal skills, a calm empathetic temperament and the capacity to communicate with people at different levels. Recently accomplished a long-term goal and self-published a nonfiction book.

TESTIMONIAL

"Since June started working with me, my hair and beauty business has become more popular. I have also seen an increase in my income from the business." Clarity Hair and Beauty

WORK EXPERIENCE

2017 - Present Business Plan Writer

Renegade Planner

Working with a small business owner to research and write in-depth, high-quality content for business plans.

- Carrying out detailed demographic research analysis.
- Performing detailed competitive analysis.
- Examining industry analysis to get a better understanding of the buyer personas.
- Researching comprehensive marketing analysis.

2016 - 2016 Onsite Copywriter

Estee Lauder

Attended a one day copywriting claims project session. Worked with a focus group of ethnic women from diverse backgrounds to identify their skin care needs.

- Pinpointed the connection between skins' functional and emotional requirements.
- Evaluated Estee Lauder's (day and night) skin care range and provided feedback.
- Revamped the product descriptions based on the groups' findings.

2013 - Present Online Content Writer

Writers in Charge

Team member for a popular freelance writing blog, providing informative and practical advice to aspiring and established writers globally.

- Developing ideas for noteworthy topics to create exceptional blog posts.
- Creating impressive headlines to entice readers to click and read.
- Researching and writing enriching content with practical advice and tips for freelance writers.
- Weaving analogies and stories into articles to engage readers.

2015 - 2016 Blogger and Social Media Manager

Clarity Hair and Beauty

- Researched for trending beauty tips, hair styles and other exclusive hair care info.
- Created clickable headlines and produced hair and beauty articles with useful advice.
- Proofread, edited, and published articles on the client's website.
- Sourced creative commons images relevant to the written content.
- Carried out frequent development meetings and feedback with the salon manager.
- Managed and updated the business Twitter and Facebook accounts.

2014 - 2015 Features Editor

Creme de la Bride

- Designed editorial calendar to match publishing objectives of the online and digital magazines.
- Attended wedding fairs for bridal styles, networked with vendors and

brides-to-be.

- Commissioned selected feature topics to writers for inclusion in both magazines.
- Worked on the flat plans and produced mockup designs for the seasonal digital magazines.
- Handled emails and telephone calls from editorial team members, the sales director, founder, PR companies, vendors, freelance writers, and photographers.
- Talked over strategies, possible advertisers and other matters relevant to grow the magazine.
- Advertised job openings, interviewed and recruited editorial staff and content writers.
- Conversed with wedding dress designers, stationery companies, cake makers, photographers, brides and others in the industry for exclusive magazine features.
- Teamed up with wedding photographers for images of newlyweds to showcase in the online and print magazines.

EDUCATION

2014 - 2014 Writing Your Novel Course
The Writers Bureau

2012 - 2013 The Complete Copywriter Course
The Writers Bureau

2007 - 2008 Professional Graduate Certificate in Education
University of Greenwich
DTLLS (Diploma to Teach in the Lifelong Learning Sector) Plus Level 5 Literacy

1999 - 2000 Creative Writing Course
SCOLA (Sutton College of Learning for Adults)

SKILLS



SEO copy

Basic HTML

Product description

Content creation

Blog and article writing

Proofreading

Wordpress

PORTFOLIO

[Click here for Samples of some of my work](#)

LINKEDIN PROFILE

[June Whittle](#)