



# Lisa Winters

Freelance Copywriter

London, UK

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## Languages

English (Fluent)

French (Work Proficiency)

## About

Digital copy is more than just words on a page. It's how over 65% of your clients will judge your business, and it's on that that they will make their decisions about whether to work with you or not.

So why would you not pay more attention to branding your brand through the power of the humble word?

I love human behaviour almost as much as I love writing. I love copy that is to the point and succinct. It works to quiet my child-like nature of questioning why. I've always had that annoying curiosity and love for understanding. The written word is so important to me.

Bringing YOUR voice to life is that "sweet spot" everyone refers to and it's where copywriting is key.

Good copy should tell people what they need - Great copy will evoke emotions and teach people; coach them into seeing the bigger picture. And making your clients feel understood and seen is a hugely overlooked part of building ongoing relationships.

Creative. Personable. Honest.

### BRANDS WORKED WITH

- Lighthouse Financial Advice
- Lloyds Wealth Management
- Natwest Stockbrokers and Private Banking
- Rapture Fitness
- The Club Company
- Thirty-Nine Monte Carlo

## Experience

- COPYWRITER (FREELANCE)**

| Jul 2020 - Now

Freelance Copywriting specializing within the Health & Fitness industry, of which I have been part of for 10+ years. Mentored by Lewis Dalton. Sales Email copy, Landing page, sales page. Focus on research to identify ideal client, capturing marketing needs and eye catching content.

  - Currently full time contracting for B&CE as a Marketing Copywriter, creating blogs, internal comms, member letters and emails, paid media posts, specialising in B2B with financial advisors.
- PERSONAL TRAINER AND SOFT TISSUE THERAPIST (FREELANCE)**

Rapture Fitness | Apr 2018 - Now

Running of my own freelance business, working with private clients on their health and fitness needs. Working with individual clients and also various sports team, including athletics and equestrian sports.
- SOFT TISSUE THERAPIST**

| Apr 2018 - Mar 2020

Working with a variety of clients to assist with their soft tissue requirements, specializing in functional movement correction, injury prevention and rehabilitation. Currently working with clients who range from amateur to professional sports people (cyclists, golfer, tennis)
- SPORTS MANAGER & HEAD OF GROUP EXERCISE**

Thirty-Nine Monte Carlo | Aug 2016 - Mar 2020

Build and manage the class timetable (50+ weekly classes) for Thirty Nine Monte Carlo. Act as point of contact for members regarding coaching

and class requests. Co - Management of the Sports Floor. Teaching group classes. Personal Coaching with clients.



- **WELLNESS MANAGER**

The Club Company | May 2014 - Jul 2016

Started with the Club Company as a Wellness Advisor, looking after a portfolio of 800+ clients, managing their training programs and offering support for nutrition and training. In September 2015, I was promoted to Wellness Manager to manage a team of 6 coaches. I was responsible for their ongoing CPD, competence, Monthly reports for training, Payroll, HR, Marketing.

- **INDEPENDENT FINANCIAL CONSULTANT**

Lighthouse Financial Advice | Jan 2013 - Jul 2014

Independent Financial Advice for High Net Worth clients across the South East UK region

- **GROUP EXERCISE INSTRUCTOR**

| Jul 2011 - Jul 2016

Group Exercise instructor, working in various gyms within the London South area. Classes included: Les Mills Body Pump, Insanity, Circuits, Core Conditioning, Spinning, Boxercise, Aerobics.

- **WEALTH MANAGEMENT ADVISOR**

Lloyds Wealth Management | Oct 2008 - Nov 2012

Wealth Management Advice to High Net Worth within a Banking sector in South East England.

- **BUSINESS DEVELOPMENT MANAGER**

Natwest Stockbrokers and Private Banking | Mar 2001 - Oct 2008

Working across Stockbrokers and Private Banking in order to build business through various diversions of the Banking Network, covering 30+ branches and 75+ individual advisors.