



Amy Nicholson

Brand & Content Marketing Specialist

 Liverpool, UK

 Amy is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments, Permanent Positions

Skills

Copywriting (Advanced)

Copywriting and Copy Editing (Advanced)

Brand Strategy (Advanced)

Content Strategy (Advanced)

Brand Strategy & Planning (Advanced)

Social Media (Advanced)

Copywriting and Proofreading (Advanced)

Brand Strategy and Development (Ad...)

Influencer & Celebrity Marketing (Ad...)

Languages

English (Native)

About

Broad skill set Freelance Brand & Content Marketing Consultant. Ex-journalist specialising in end-to-end content strategy development, implementation, copywriting and content projects for fashion, beauty and lifestyle brands, from established to start-up DTCs.

BRANDS WORKED WITH

CurrentBody

The Hut Group

Trinity Mirror plc

Experience

● Brand & Content Specialist

| Oct 2020 - Now

From strategy and creative production to copywriting, social, content, and event management, I use data and insights to make informed strategic decisions for growth with a passion for creative storytelling, community building and brand development. Contracts include:

Dewty Beauty — Content Manager

Known Nutrition — Consulting Brand Director (Brand Launch) [October 2020 - January 2023]

● Content Curator (Journalist)

Trinity Mirror plc | Jan 2016

Sourcing and writing engaging and informative content for both print (Hull Daily Mail newspaper) and online platforms (hulldailymail.co.uk) with the aim of increasing traffic. Single-handedly sourced and wrote the most read online article in Hull Daily Mail history (attracting a total of 404,000 unique viewers) with 'Fan says his 29 Miley Cyrus tattoos are stopping him getting a girlfriend'. Monitoring social media trends in order to generate current, on trend web content with the aim of maximizing traffic and UGC.

● Head of Content

CurrentBody | Jul 2019 - Oct 2020

Directing the content strategy for the brand. Overseeing the creative and design team leading on direction, production and overarching strategy of content ideated and written across the website, campaign, video, email marketing, digital advertising, social media and POS.

● Editorial Content Manager

CurrentBody | Jul 2018 - Jan 2019

Managing multiple simultaneous digital campaigns, including social media, onsite, blog, print, video and email, whilst working with wider paid marketing channels to ensure maximum amplification. Key responsibilities include; Writing concise, engaging copy for new product launches, creating content marketing activity that aligns with trading activity, identifying trending topics and reacting to them within a tight deadline, briefing creative team on content output. Delivering content outcomes with meaningful measurement. Generating awareness, traffic, leads, sales, retention and brand advocacy (NPS) in line with marketing targets, with clear measurement to demonstrate ROI. Extensive experience using web content management systems, content creation tools and measuring tools including Shopify, Google Analytics, Klaviyo and Canva along with basic Photoshop and InDesign skills. Responsible for creating the brand TOV and rolling it out across international territories, while ensuring that key stakeholders adhere to it on an international level.



● Content Marketing Manager

The Hut Group | Jan 2016 - Jan 2018

Planning, producing, and executing the content strategy across three ecommerce websites, Beautyexpert.com, HQHair.com and Mankind.com. Responsible for a team of content and social media executives, I worked closely with brands, influencers and the PR team to ensure key trends and products were elevated effectively across a number of marketing channels. Key responsibilities include; Creating the content marketing calendar and supporting communications relating to trading activity, whilst conveying a strong brand message. Editing content for TOV, accuracy, consistency and legal compliance, while ensuring a fluent customer journey to maximize sales and conversion. Constructing a creative brief for each content activity, adding ideas and recommendations for the design team to take inspiration from. This includes briefing photography, web banners, campaign emails, social activity and onsite messaging.