

CLAIRE HARRISON

Freelance Copywriter

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BIOGRAPHY

I initially trained as a copywriter in the creative department of a national advertising agency and have worked as a creative, freelance marketing manager and brand ambassador both in-house and for agencies. I have a great deal of experience in creative strategic planning and managing and working with creative and production teams.

I enjoy and thrive upon challenge, am extremely motivated and have excellent communication skills. I have a first-class honours degree and a Masters (distinction) in Creative Writing which included scriptwriting and am currently studying for a PhD in October. I am founder and joint managing editor of [The Phare Literary Magazine](#).

COMMERCIAL COPYWRITING EXPERIENCE

ihp Analytics

Dates: Feb 2022 – current

Website copy and project management, press release and sales deck copy including blog posts for this disruptive technology company which has recently launched 'My Work-Life Analytics' – a wellness app and software platform which merges streams of lifestyle, environmental and performance data to give businesses the tools to monitor, diagnose and deliver improved health, engagement, and productivity of their workforce.

Oxford University Press

Dates: Sept 2021 – present

Writing passages for various reading levels for digital reading assessment.

The Midcounties Co-op/Your Co-op

Dates: May 2020 – present

Creative strategy, concepts and copywriting of customer and online communications for Your Co-op Energy, Your Co-op Mobile, Your Co-op Broadband, Your Co-op Membership and Your Co-op Childcare following a rebrand from The Midcounties Co-operative to Your Co-op and introduction of 100% renewable energy tariff. Responsible for print and digital campaigns, blog posts and customer communications on products and services as well as B2B on EV corporate scheme. Approached by Lizzie Hieron, former M.D. of Social Energy (see May 2019) for this position. Lizzie is now Chief Operating Officer for The Midcounties Co-operative.

The Finance Roome - Freelance Copywriter

Dates: Dec 2020 – June 2021

Copywriting of website, printed literature, content for social media, blog and and PR material for The Finance Roome, specialists in mortgages and insurance.

Assured Futures, Cheltenham - Freelance Copywriter

Dates: Dec 2018 – March 2019

Copywriting of website, printed literature and SEO driven blog and web copy for Assured Futures, specialists in life and health insurance.

**Hayley Oxley, Gyrotonic & Pilates Trainer, Brighton -
Freelance Copywriter**

Dates: June 2018 – present

Copywriting of website, social media, articles and blog posts for Gyrotonic and Pilates trainer in Brighton. For examples of blog posts see:

www.hayleyoxley.com/blog

Social Energy, Gloucester/Brighouse - Freelance Copywriter

Dates: March 2019 – June 2019

Copywriting all customer communications content for a start-up, smart technology, energy company in Gloucester. Creative strategy for customer engagement and retention campaigns.

Gulf Oil International, London - Freelance Copywriter

Dates: November/December 2019

Social media campaign to support the launch of Gulf Oil's partnership with Manchester United.

Endsleigh Insurance, Cheltenham - Freelance Copywriter

Dates: Oct 2018 to Jan 2019

Dec 2017 to Mar 2018

June 2017 to Aug 2017

Ongoing freelance work with Endsleigh as a digital copywriter, updating and creating website templates and writing SEO driven, engaging content and blog posts. My work also involved writing blog posts and web content to engage students with the benefits of gadget, home, travel and car insurance.

"Claire worked with us during two separate projects to refresh our website

content. She was very easy to work with and quickly got to grips with our requirements and brand style. She is excellent at researching new content and using her own initiative to move things through to completion. We would be very happy to work with Claire again in future and do not hesitate in her work to others.”

Sarah Jones, Website Design & Optimisation Manager

BPE Solicitors, Cheltenham

Freelance Creative/Marketing Manager

Dates: Mar 2018 to Aug 2018

Sept 2013 to Aug 2016

I worked on a freelance basis for this top 200 law firm in Cheltenham as a Marketing Manager/Copywriter, helping to raise their profile across various industry sectors in a thought provoking and creative manner. I was instrumental in the development, creative strategy and implementation of their major re-brand. Responsible for all copywriting, brand management, development and implementation of creative campaigns, video testimonials, creating PR opportunities and generally opening up doors for this entrepreneurial law firm across a range of industry sectors. Visit <https://claireharrisonwriter.com/> for more details.

“I would personally like to recommend Claire Harrison. Claire played a key role around our 2014 Re-Branding and, before that, stepped in to be our acting Business Development Manager while we were waiting to fill a vacancy.

Claire is extremely hard working, a great colleague to have around and she is exceptionally creative. Among her many contributions were our Brand launch event in the Summer of 2014 – a stellar success. She also masterminded our Stroud launch in October. Working with our external consultants, she made contribution to our new website – both in terms of design and in terms of copy

and continues to be used by us for ad-hoc projects.”

John Workman, Senior Partner

For and on behalf of BPE Solicitors LLP

“And wow. Just wow.

So this is what we’ve been missing in terms of BD support over the past few years!

I know I’ve mentioned it before, but the quality of work coming from Claire is like nothing I’ve seen within these walls before.”

Iain Garfield, Partner, BPE Solicitors

Treehouse Ltd, Eastcombe, Glos - Freelance copywriter & marketing communications

Dates: August 2016 – Sept 2018

Supported innovation and management training company, Treehouse with copywriting requirements. Treehouse clients include Ministry of Defence, Counter Terrorism Centre and Defence, Science & Technology Laboratory. My role included maintaining and updating their website, writing blog posts for social media, writing and co-ordinating design and production of company and product brochures, email marketing, campaign strategy and creative for new business development. I had to obtain a basic DBS certificate in November 2016 for this position

Gill Harris James, Cheltenham – Freelance

Copywriter/Creative

Dates: Ongoing since 2009

I have worked with GHJ as a freelance copywriter and creative for the past ten years. This innovative branding/marketing agency asked me to work on BPE Solicitor's new brand creative (BPE was their client) and it was through them that my relationship with BPE began. I work with Gill Fox James on other projects which generally involve creative strategy and copywriting.

"I have had the pleasure of employing Claire, being a supplier to Claire and contracting work to Claire. No matter which role of the above Claire has always been a talented creative marketer with a no-nonsense sleeves rolled up can do attitude. Hard working, talented and a devilish sense of humour. We will be working with Claire for many more years! I have no hesitation at all in recommending Claire."

Adrian Gill, Partner, Gill Fox James