

OLIVIA MOORE

PERSONAL DETAILS

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Application: Digital Copywriter position at Lorien

Dear Hiring Manager,

I'm excited to apply for the Digital Copywriter role with your in-house creative studio. As a copywriter with over five years of experience crafting digital content for performance and lifestyle brands, I bring a passion for storytelling, a deep understanding of consumer psychology, and a track record of creating copy that not only engages but also converts.

At Revive Sports, where I currently lead copy initiatives across web, email, and paid campaigns, I've learned how to balance creativity with data-driven insight. Whether developing voice guidelines for new collections or optimising product descriptions to boost conversions, my focus is always on delivering messaging that connects emotionally while driving measurable results. For instance, my recent revamp of seasonal product copy contributed to a 22% increase in add-to-cart rates, a reminder of the commercial power of precise, authentic language.

Before that, at Scripted Studio Agency, I thrived in a fast-paced, multi-brand environment similar to Lorien, juggling campaigns for activewear and lifestyle clients, collaborating closely with designers, and ensuring every headline and tagline reflected the brand's identity. That experience honed my ability to shift tone and style seamlessly between campaigns, whether for an aspirational editorial feature or SEO-optimised homepage copy.

What excites me most about this opportunity is your brand's ability to shape culture through creativity. The prospect of crafting copy for a name that's not just loved but iconic in UK retail truly energises me. I'm eager to bring my blend of creative flair, strategic thinking, and meticulous attention to detail to your digital team, helping elevate your content across every channel.

I would welcome the chance to discuss how I can contribute to your upcoming campaigns and brand storytelling efforts. Thank you for considering my application.

Sincerely,
Olivia Moore