

# OLIVIA MOORE

## PERSONAL DETAILS

**Name**  
Olivia Moore

**Address**  
Brighton, UK

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+44 1214960508

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example@cvmaker.uk

**Website**  
Creative Portfolio

## SKILLS

- Creative Copywriting
- Brand Tone & Voice
- Campaign Messaging
- Email Marketing
- SEO Copywriting
- Proofreading
- Content Strategy Support
- Social Media Copy

## TECHNICAL PROFICIENCIES

**Tools:** Google Docs, Grammarly, Canva, Trello  
**SEO Tools:** SEMrush, Ahrefs  
**CMS:** WordPress, HubSpot  
**Email:** Mailchimp, Klaviyo  
**Platforms:** Meta Business Suite, LinkedIn Campaign Manager

## EDUCATION

Bachelor of Arts in English Language,  
University of Aberdeen, 2017

Content Marketing, Hubspot Academy,  
2023

Creative and detail-orientated Copywriter with 5+ years of experience crafting compelling copy for web, social media, email campaigns, and branded content. Skilled at adapting tone and messaging for different audiences while maintaining brand consistency. Passionate about using words to inspire action, boost engagement, and drive conversions. Collaborative, deadline-driven, and committed to producing high-quality content that gets results. Specialised in copywriting for sport apparel companies.

## WORK EXPERIENCE

### Senior Copywriter, Revive Sports, Bristol, 2023 - Present

Created compelling copy for performance wear, footwear, and seasonal sportswear collections. Collaborated with product, UX, and marketing teams to shape messaging across web, social, and email. Developed tone of voice guidelines tailored to endurance athletes, gym-goers, and streetwear audiences. Delivered clear, benefits-led product copy to drive conversions across UK and EU markets.

- Revamped product descriptions for core collections, resulting in a 22% increase in add-to-cart rates.
- Launched copy for new “Run Stronger” campaign, increasing email open rates by 25%.
- Developed high-converting ad copy for Facebook and TikTok, improving ROI on paid campaigns.

### Copywriter, Scripted Studio Agency, Bristol, 2018 - 2020

Delivered creative copy across web, email, and social campaigns for multiple sportswear and active lifestyle clients. Collaborated in a fast-paced agency environment, juggling multiple brand tones and campaign deadlines. Worked closely with designers and strategists to ensure messaging aligned with visual identity and performance goals.

- Led copy for the launch of a new sustainable running apparel brand, balancing technical detail with storytelling.
- Created email flows and product descriptions for gymwear and outdoor gear brands, increasing client CTRs and online conversions.

## ADDITIONAL EXPERIENCE

### Student Writer at Aberdeen What's On Aberdeen

2015 - 2017

- Wrote editorial content for the digital student magazine and blog, covering campus events, sports, and lifestyle topics.
- Collaborated with editors and student designers to publish regular features.
- Developed strong research and interview skills while building a portfolio of published work.