



Jade Thomas

EXPERIENCE

July 2020 - Current

Senior Copy Writer VSK creatives | Colchester, Essex

The Job involves

- Writing advertising copy designed to effectively reach customers in the appropriate target markets to promote products and services.
- Researching the components that can make the products more appealing to the target audience and convince them to buy the product.
- Creating compelling content for internet, publication, and broadcast media using creative concepts to make the product more visible and saleable.
- Understanding the products and services offered by the client to grasp the specifications and identify the target audience to ensure appropriate advertising methods and themes are used.
- To ensure SEO compatible content to optimize the performance of the digital content all across the platforms.

May 2017 - June 2020

Associate Copy & Content Writer VSK Creatives Limited |

Colchester, Essex

The Job Involved

- Writing persuasive copy for print media and websites to reach all target clients.
- Maintaining seamless client engagement by keeping the client updated, resolving the issues, and timely delivering the assigned projects.
- Keeping a close eye on the budget assigned for a particular project.
- Utilising Search Engine Optimization techniques and revising content as required by clients.
- Working with account managers to create ideas and schedules that worked with the projects at hand.

July 2012 - May 2017

Web Copywriter Prima Business Solutions | Stratford, London

The Job Involved

- Coordinating with the clients to understand their requirements and preparing a blueprint based on them.
- Creating comprehensible and engaging content for websites while keeping the client requirements in mind.
- Working with the designers and developers to understand the content requirement.
- Revising and editing the content post as per clients inputs.

EDUCATION

Master of Arts | Public Administration
Scotland University, Edinburgh

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SUMMARY

Exceptional copywriting skills with experience in achieving memorable campaigns and cross-team collaboration. Proactive and excited to partner with like-minded individuals to achieve business goals. Results-driven, Liaises with clients to determine requirements, making detailed cost estimates and generating consistent repeat business.

SKILLS

- Exceptional writing skills
- Excellent interpersonal skills
- Background in marketing
- Exceptional Research skills
- Understanding of SEO