

# Katie Gibson

## Freelance Creative Copywriter

plumtreecreative@yahoo.co.uk  
plumtreecreative.com

Whether I'm writing for kids or grown-ups, for digital, print or outdoor, I'm passionate about understanding a campaign's audience and aim so I can engage readers with enticing copy.

All the weird and wonderful things I learn along the way are an added bonus. Take a look at my portfolio at [plumtreecreative.com](http://plumtreecreative.com).

### Four things I'm proud of

1. Creating Eurostar's first ever April Fool, which a few people actually fell for.
2. Writing for several Red Nose Day and Sport Relief campaigns, helping to raise millions of pounds and hearing Sir Lenny Henry say my (frankly daft) words on screen.
3. Juggling everything from website copy to window vinyls, witty one-liners to welcome letters for Ruby Hotels across Europe. Plus some stuff that doesn't start with W...
4. Seeing my long-copy Eurostar Travel State of Mind ads on huge posters at tube and train stations.

### Work

<b>Ruby Hotels</b> Aug 2018-present	Freelance Lead Writer	<ul style="list-style-type: none"><li>• Writing marketing content for every channel, from long-form copy introducing each hotel's unique theme to witty postcards, signs and social media posts.</li><li>• Developing the brand tone of voice and house style, then producing detailed guidelines for both.</li></ul>
<b>Comic Relief</b> Sept 2018-Nov 2023	Freelance Copywriter	<ul style="list-style-type: none"><li>• Creating and consulting on school fundraising materials for Red Nose Day and Sport Relief campaigns, from initial concepting to researching and writing fun and engaging content for kids and teachers.</li><li>• Writing DM, email, social media ads and website copy, plus PDF resources for school and community fundraisers.</li></ul>
<b>UKTV</b> Apr-Oct 2023	Freelance Copywriter	<ul style="list-style-type: none"><li>• Writing short, witty lines for continuity on UKTV channels.</li><li>• Advising on and writing social media content.</li><li>• Editing UX copy for the UKTV Play app.</li></ul>
<b>Wellcome Collection</b> Apr-June 2023 Aug-Oct 2020	Freelance Copywriter	<ul style="list-style-type: none"><li>• Creating and editing copy for a venue hire brochure.</li><li>• Producing a tone of voice and style guide for use by website copywriting and gallery teams.</li><li>• Writing museum signage explaining Covid safety measures ahead of reopening after lockdown.</li></ul>
<b>Eurostar</b> Dec 2022-Mar 2023	Freelance Copywriter	<ul style="list-style-type: none"><li>• A lovely return to an early client, researching and writing destination guides, pre-travel info and loyalty website pages.</li></ul>
<b>Smith+Nephew</b> Mar-Nov 2022	Freelance Copywriter	<ul style="list-style-type: none"><li>• Creating and editing positioning docs and training resources for a new product launch, plus email, SMS and video copy.</li></ul>
<b>Virgin Media</b> Mar-Aug 2021	Freelance Copywriter	<ul style="list-style-type: none"><li>• Writing SEO-optimised shop pages covering everything from broadband and phone deals to movies and sports.</li></ul>
<b>Rough Guides</b> Dec 2018-Feb 2019	Freelance Copywriter	<ul style="list-style-type: none"><li>• Researching and writing destination emails covering everything from Indian festivals to wine-tasting in Portugal.</li></ul>
<b>Air Charter Service</b> Mar-Aug 2018 and Mar-Aug 2019	Freelance Copywriter	<ul style="list-style-type: none"><li>• Researching, writing and editing destination content, aircraft brochures, DM, emails and more.</li></ul>

<b>TK Maxx</b> July 2018 and Dec 2012	<b>Freelance Copywriter</b>	<ul style="list-style-type: none"> <li>• Writing emails, blog content, in-store leaflets and postcards.</li> <li>• Editing CSR website content ahead of Red Nose Day 2013.</li> </ul>
<b>Immediate Media</b> June 2018	<b>Writer</b>	<ul style="list-style-type: none"> <li>• Coming up with craft ideas and writing stories for children's magazines, including <i>Andy's Amazing Adventures</i> and <i>Toybox</i>.</li> </ul>
<b>Fetch</b> Dec 2017-Feb 2018	<b>Freelance Copywriter</b>	<ul style="list-style-type: none"> <li>• Writing an out-of-home campaign to launch a finance app, plus pitches for retail, publishing and fashion brands.</li> </ul>
<b>Travelling</b> Oct-Nov 2017	–	<ul style="list-style-type: none"> <li>• Hiking, biking and eating in Vietnam and Cambodia.</li> </ul>
<b>Eurostar</b> June 2013-Sept 2017	<b>Freelance Lead Writer</b> 2016-2017	<ul style="list-style-type: none"> <li>• Writing long-copy ads and witty headlines for the 2017 Travel State of Mind out-of-home and online campaign.</li> <li>• Creating and running tone of voice training sessions.</li> <li>• Writing emails, digital banners, posters, leaflets, social media posts, video scripts, onboard announcements, city guides, cocktail menus, witty one-liners for coffee cups and more.</li> </ul>
	<b>Freelance Copywriter</b> 2013-2016	<ul style="list-style-type: none"> <li>• Creating activities for kids, including a card game and a Eurostar passport.</li> </ul>
<b>Wyevale Garden Centres</b> Aug 2014-July 2015	<b>Freelance Copywriter</b>	<ul style="list-style-type: none"> <li>• Writing about everything from growing onions to laying turf.</li> <li>• Researching and writing articles on more creative projects like how to plant a sensory garden or attract butterflies.</li> </ul>
<b>Daily Telegraph</b> Mar-June 2015	<b>Freelance Copywriter</b>	<ul style="list-style-type: none"> <li>• Researching and writing copy for a double-page spread on summer festivals, plus snippets for an online plant picker.</li> </ul>
<b>EE</b> Apr-Nov 2013 and Mar-June 2014	<b>Freelance Copywriter</b>	<ul style="list-style-type: none"> <li>• Working closely with a UX team to create engaging, conversion-driving product pages.</li> <li>• Researching and writing help articles and FAQs.</li> </ul>
<b>Virgin Mobile</b> Mar 2013	<b>Freelance Copywriter</b>	<ul style="list-style-type: none"> <li>• Writing copy for a stand-alone microsite to help customers understand a tariff update.</li> </ul>
<b>Stream:20</b> Dec 2010-Jan 2013	<b>CRM Consultant</b>	<ul style="list-style-type: none"> <li>• Creating CRM campaigns from strategy and segmentation to copywriting for clients including Sky, Which? and NOW TV.</li> </ul>
<b>DMGT</b> Oct-Dec 2010	<b>CRM Executive</b>	<ul style="list-style-type: none"> <li>• Producing a range of email campaigns for the Daily Mail, MailLife and TravelMail.</li> </ul>
<b>Hong Kong</b> Feb-Oct 2010	<b>English Teacher</b>	<ul style="list-style-type: none"> <li>• Creating and teaching lessons for kids from three to sixteen, including craft and cooking.</li> </ul>
<b>Trinity Mirror</b> Nov 2007-Jan 2010	<b>Marketing Executive</b>	<ul style="list-style-type: none"> <li>• Writing content for online marketing campaigns for over 40 recruitment websites.</li> </ul>
<b>CN Johansens</b> Nov 2007 (temp)	<b>Marketing Manager</b>	<ul style="list-style-type: none"> <li>• Writing and editing content for the launch of the new Condé Nast Johansens website.</li> </ul>
<b>Tokyo</b> July 2006-July 2007	<b>English Teacher</b>	<ul style="list-style-type: none"> <li>• Teaching children and adults at a private language school, then spending the summer travelling home through China.</li> </ul>
<b>CIOB</b> Aug 2005-June 2006	<b>Writer and Editor</b>	<ul style="list-style-type: none"> <li>• Writing and loading content for the Chartered Institute of Building website, as well as leaflets and reports.</li> </ul>

## Education

**University of Southampton**  
Oct 2002-June 2005

BA (Hons) English – 2:1