

Sarah Mansell

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I'm a copywriter and editor with more than ten years' experience in content creation and editorial for both print and digital. I've worked in London, Jersey, Amsterdam and Hong Kong writing everything from catalogues, marketing emails and banner copy to advertorials, features and blog posts.

Sarah Mansell Freelance copywriter

London, Amsterdam, Hong Kong (2011 – present)

- Writing for clients including: All Luxury Apartments, Aspinal, Blacklane, Boden, Bomb Petite, Burberry, East Magazine, Disney, Farfetch, Filippo Loreti, Hong Kong Markets Organisation, House of Fraser, John Lewis, Littlewoods, Marks & Spencer, Maxims' Restaurant Group, MR PORTER, NET-A-PORTER, Quill content, Secret Sales, Selfridges, TOMS, Travel Supermarket, Tula LTD, Ümran Aysan Resort Wear, White Stuff, Woman & Home magazine.
- Creating content across all platforms – website, print, blogs, social, email, PR and point of sale.
- Working both remotely and in-house with designers and art directors to create on-brand copy.
- Coming up with concepts and ideas for emails and other marketing collateral.
- Creating and following tone of voice guides, coaching other teams on their use and implementation.
- Writing static UX copy.
- Using a variety of different content management systems including Wordpress.
- Writing SEO copy using keyword research.
- Using A/B testing on web and testing email subject lines and email copy for interaction rates.
- Writing the copy for an award winning email campaign at Boden in 2016.
- Creating copy for TOMS EU emails for the SS20 season.

albelli Head of copy

Amsterdam (May 2016 – June 2018)

- Creating copy for all channels including website, catalogues, social, blogs, print and radio advert scripts.
- Creating a 37-page tone of voice bible and educating teams on its use.
- Working collaboratively with designers, UX, marketers and the technical email team.
- Managing the translation process with an external agency so that all copy I write in English can be translated into seven other languages.
- Working within agile squads and applying agile methodology to all tasks.

East Magazine Editor

Hong Kong (February 2014 – October 2014)

- Coordinating all editorial content including overseeing a team of five freelancers.
- Liaising with PRs in both Hong Kong and abroad to build a contact database for the magazine.
- Writing research based features covering healthy, beauty, fashion, diet, travel, art and culture.
- Compiling shopping, news and reviews pages.
- Writing advertorials for brands including Chloé and the Four Seasons hotel group.
- Arranging and attending all cover shoots for the magazine and conducting interviews with high profile Hong Kong personalities.

Hong Kong Markets Organisation Marketing manager

Hong Kong (February 2014 – October 2014)

- Managing the marketing strategy for both Island East Markets and Night Market PMQ.
- Dealing with press queries and answering interview questions for high profile publications including Time Out, HK Tatler and Lifestyle Asia.
- Writing all press releases and event invites.
- Coordinating all social media activity on Twitter, Facebook and Instagram for both events.
- Increasing Island East Markets Facebook likes to 12,000 from 8,000 in three months and Night Market PMQ from 1,500 to 6,000 in the same period.
- Achieving a 34% interaction rate or higher on over 80% of posts.

Feel Unique Junior Website Manager

Jersey (January 2012 – October 2012)

- Uploading all products to the website.
- Creating copy using strict brand guidelines and uploading images provided by stakeholders.
- Carrying out quality checks on the website.
- Liaising with external brands to ensure we had everything we needed.

Woman and Home Fashion assistant

London (June 2010 – December 2011)

- Organising schedules for the fashion director and editor – including sorting out visas for location shoots.
- Writing an online ‘buy of the day’ piece, covering all areas of woman’s beauty and fashion.
- Covering events such as fashion week and fashion press week on the W&H Facebook and Twitter profiles.
- Keeping the wardrobe in order, liaising with PRs, calling in and returning clothes.
- Assisting on main fashion, beauty and reader make-over photo shoots.
- Styling shopping pages with a still life photographer.

Internships

I have carried out fashion and editorial internships at a number of publications including Jersey Evening Post, Gallery Magazine, The Sunday Times, The Daily Mirror, Glamour Magazine, ITV This Morning and The Independent between 2008 and 2010.

Education

Kingston University 2007 - 2010

Hautlieu School 2005 - 2007

Les Quennevais 2000 - 2005

Journalism BA Hons 2:1

A levels - English: A, Geography: A, Philosophy: B

11 GCSEs all A*-B