

Ali Turner  
Flat 17, 21-22 Park Row  
Leeds, West Yorkshire  
LS1 5HA  
www.copy-girl.co.uk  
Ali@copy-girl.co.uk  
07809361855



Freelance Copywriter  
& social networker

## Copywriter, social networker and great all-rounder

Particularly good at digital with a natural copy style that's friendly, clear and persuasive.  
Happy to work remotely or in house - just give me a bell!

### Copy Girl - Freelance Copywriter and Social Networker

February 2011 - Present

- Joined forces with Lost Ferret to run conversion testing on atlanticshopping.co.uk and festive-lights.com
- Created hard-hitting direct mail and press advertising for Amplifon, Bank of Scotland, Argos and Swinton
- Helped to map and populate the new Dignity website, which is due to go live later this year
- Worked with a web designer to create response-driven emails for William Hill, Argos and The Woodland Trust
- Planned and managed social networking campaigns for a variety of clients, including digital agencies, restaurants and stationery companies.

### TND Agency - Copywriter & Social Networker

May 2009 - February 2011

- Concepted, worked up and pitched ideas to clients
- Spent hours holed up with clients, planning strategic, creative campaigns for the season ahead
- Conjured up hard-hitting TV concepts and followed them up with benefit-driven scripts
- Helped launch isme and K&Co, with catalogue pages, direct mail packs, press ads and TV concepts
- Turned a blank Facebook page into a hive of activity, with daily status updates, weekly 'features' and a blog
- Tested competitions, offers and live events across Twitter and Facebook, monitoring response
- Mixed work and pleasure by creating The Rock Bar's tone-of-voice and web copy
- Got creative with catalogue packs, postcards and inserts - making regular communications hard to ignore
- Basically, did it all - TV, podcasts, press, direct mail, web, social networking, even a bit of account handling.

### The Black Hole - Copywriter

July 2007 - May 2009

- Concepted and penned works for such big name clients as Bupa, Argos, National Australia Group, M and M Direct, HBOS, Crystal Holidays, Eurocamp and many more
- Worked my magic on all sorts of projects, including digital, direct mail, press, editorial, advertising and social
- Turned Bupa's direct mail campaigns into charming communications that got results - they were so delighted with our travel insurance concepts that they decided to double the budget and run two campaigns

## The Black Hole - Copywriter (continued)

July 2007 - May 2009

- Created hard-hitting TV scripts without losing the charm of Bupa's 'Shape' branding
- Gave the Argos Pet Insurance site a nifty little makeover to drive traffic and increase conversion
- Slipped search engine keywords into the web copy of Argos, Newcastle and RICS without making them too obvious or sacrificing the tone of voice
- Helped to launch the new Argos MasterCard product, making a complicated product seem simple.

## i-to-i - Copywriter

September 2006 - May 2007

- Put the spark back into the monthly email campaign by breaking it down into weekly communications designed to inspire, drive traffic and convert sales with targeted offers
- Turned basic product information into friendly, well-travelled copy that sold the project, the destination and the experience
- Managed the SEO article campaign - chasing writers from our four global offices, proofing, editing and briefing web designers
- Worked alongside the brand manager to create fun and informative travel brochures
- Penned two new i-to-i websites and proofed them before they went live
- Toiled away the hours writing emails, letters, web pages, print brochures, banners, adverts, leaflets, posters and articles.

## Education

### The University of Hull

September 2002 - August 2006

### MA in Contemporary Literature and Film with Creative Writing

### BA (Hons) in English - 2.1

#### Skills developed:

- Writing and communication
- Research
- Analysis
- Presentation
- Creativity and originality
- Time management

### Sir William Ramsay, High Wycombe

1996 - 2002

### A levels

English Literature B, Information Technology B, Business Studies C

### GCSEs

Business Studies A\*, RE A\* half qualification, English Literature and Language AA, IT A, Maths B, Science Double Award BB, History B, Graphics B.

## Awards

### The Chip Shop Awards 2009

Dave Trott's Chairman Award for The Sun does the Economist

Chip Award for The Sun does the Economist in Best Use of Plagiarism category

Vinegar Award for Would you notice? in the Best Public Awareness category

## Interests

Buying vintage clothes

Supporting underdogs

Cooking tasty vegetarian fodder

Reading cheesy fantasy novels filled with magic, romance and war

Watching classic films, including such gems as Tremors, Willow and Teenwolf.

