

# SOPHIE SAYERS

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Passionate about words and innovative brands, I have more than 15 years' experience working in agency and in-house studios and marketing teams, ensuring customers desire and endorse the products and brands I represent.

I have defined tones of voice and been brand champion for B2C, B2B and PR communications. I have produced huge projects in the tiniest of timeframes. And I have made complex propositions seem easy and luxury brands seem essential to daily life.

## Areas of Copy Expertise

- Editorial coaching
- Tone of voice/brand development
- B2B and B2C marketing
- PR/publicity
- Print, online (SEO), email and social media
- Data-driven personalisation

## FREELANCE ASSIGNMENTS

I have provided copywriting, editing and proofreading services through **writescribe.co.uk** for clients including:

- **Sovereign** – Produced full editorial content for editions of Arrivals, a magazine for TUI Travel's luxury lifestyle brand, sent to preferred customers and inserted in broadsheet and travel magazines. Feedback included: "best performing edition ever"
- **Hayes & Jarvis** – Provided search engine optimised online copy for resorts
- **Travelscope** – Wrote online, brochure and advertising copy for adventure tours in North America and Africa
- **The Orion Publishing Group** – I spent time as a full time freelancer at Orion, before joining the team on a permanent contract (see below)

## CAREER HISTORY

### BS&T Digital – Trafalgar Senior Creative Writer

Jan 2013-May 2015

15 Grosvenor Place, London, SW1X 7HH

*Senior writer at creative agency BS&T Digital, I led the copy direction and tone of voice for Trafalgar, The Travel Corporation's flagship brand.*

- Working closely with Trafalgar's CEO, I devised the ongoing copy strategy for global and regional marketing
- Engaging global stakeholders, I provided direction and support for teams in Europe, Australia, USA, Canada, New Zealand and South Africa
- Writing for internal, B2B and consumer markets, I was responsible for producing everything from global adverts and advertorials to EDMs, tour guide manuals, selling guides, the on-board magazine and the full brochure portfolio, and advising the social and digital teams
- I maintained a strong agency/client relationship to cultivate my understanding of Trafalgar's internal copy requirements
- I fully interrogated briefs to ensure I always provided content which met legal parameters and delivered brand messaging effectively, regardless of a project's lead time

### Avios – Senior Copywriter

May 2007 - Dec 2012

Astral Towers, Betts Way, Crawley, West Sussex, RH10 9PG

*As head of copy for this fast-growing loyalty scheme and airline reward currency, I was responsible for its online and offline written identity and the creative team's evolution as we launched in new global markets. Working in an agency-style Studio, with brands like Lloyds TSB, Tesco, Shell and British Airways, I balanced commercial demands with creativity.*

- Responsible for the Avios tone of voice – ensured message, storytelling and tone remained consistent and unique
- Brand champion – worked with Brand team to drive our brand personality internally and externally
- Deputised the Marketing Messaging workstream – monitoring all touch points and defining and progressing initiatives to ensure we delivered targeted messaging that simplified our complex proposition
- Led the in-house Copy team and various freelance and contract copywriters, managing performance and workload; providing support, coaching and training; developing skillsets and creativity; and ensuring the team was integrated and worked collaboratively, yet challenged briefs to exploit marketing opportunities
- Produced tactical, EDM, speed to market and permanent content for email, web, DM, IVR and social media channels
- Applied knowledge in search-optimisation, customer journey and data-driven personalisation
- Wrote search-optimised web content and provided hotel content with basic HTML
- Developed social media content that supported and drove forward the social media strategy
- Developed strategy and content to support Avios CSR policies
- Supported B2B channels for Corporate, Brand, PR and Internal Comms – including International Airlines Group board documents, annual finance reports, corporate web content, and collateral to support corporate events and new business pitches
- Supported Avios partners – proofing or providing content for brands including Lloyds TSB, Tesco, Avios, Shell and British Airways
- Managed change – project-managed content evolution from Airmiles to Avios, preparing pre-launch notification comms, ensuring copy for avios.com and EDM portfolio were delivered to deadline, and remaining flexible to PR reaction
- Worked closely with Executive Team, Collection Partner teams (e.g. Lloyds TSB), Redemption Partner teams (e.g. hotel buyers), Legal, Brand, New Business, Web, Campaign Planning, PR, Customer Insight, Contact Centre and Design teams
- Won the 2009 annual 'Avios Value' company award, for making life 'easy' for colleagues and customers, and four monthly awards voted for by peers and senior management

**First Choice – Editor (initially Deputy Editor)**

Oct 2003 - May 2007

First Choice, TUI Travel House, Crawley Business Quarter, Fleming Way, West Sussex, RH10 9QL

*Leading the Editorial team, and maintaining their enthusiasm, efficiency and creativity during the TUI merger, I turned a siloed group of brochure copywriters into a central copy resource for DM, web, email and brand marketing. I trained overseas and UK departments in editorial processes, tone of voice and brand identity and was a member of the Crisis Management team.*

- Launched First Choice in-flight magazine – defined concept, tone and flat plans, sourced adverts and led copy to deliver editions to deadline and budget; expanded to Thomson fleet by third edition, with more than 9.5 million reader opportunities
- Wrote and edited content for marketing activity – including co-brand Berlitz travel guides, video script writing, corporate event copy, DM campaigns, and advertorials for trade press, online networks, and lifestyle and travel magazines
- Devised First Choice Tone of Voice to create a unified brand identity for all customer-facing communications
- Produced and rolled out internal style, tone, fact checking, grammar and SEO/Web copywriting guides
- Managed brochure copy and rewrite of units (1,400+), resorts (400+) and tours (270+) to incorporate new tone of voice
- Developed team to provide differentiated SEO content for all units, resorts and tours to support drive to web
- Developed team to provide full editorial support for all email campaigns
- Travelled in Asia, Africa and Europe to compile photo briefs, research destinations and build relations with suppliers

**Orion Publishing Group – Publicity Executive**

Mar 2000 – May 2003

Orion House, 5 Upper Saint Martin's Lane, London, WC2 9EA

Initially a three week temp contract, I ended up staying for three years as a publicist in the PR team. I managed publicity campaigns, built the brand profile of Orion and its imprints, and helped many of the books I publicised hit the bestseller lists.

- Managed media and PR campaigns for authors from CNN's Peter Bergen to actor Sir John Mills
- Wrote press releases and achieved national and regional cross-media coverage for up to 35 titles a month
- Achieved media coverage of Orion and its Editors, developing corporate and differentiated brand (imprint) identities
- Organised and hosted publicity events and launch parties, booking venues and arranging advertising
- Secured commissions for articles and places for authors at festivals and literary luncheons
- Built excellent relationships with media contacts, editors, agents, retailers and authors
- Audited and analysed all publicity, producing weekly Publicity Bulletins for Directors

**EDUCATION**

BA Honours	Journalism	2.1	Southampton Institute	1999
A Levels	English Literature	C	Haywards Heath College	1996
	Politics (UK and US)	C		
	Media Studies	C		
GCSEs	10 subjects	A-C	Oathall Community College	1994
	Photography	B	Haywards Heath College	1995

My vocational degree developed the skills needed to become an effective marketing writer, editor and proofreader. It included electives in Copywriting, Corporate Communications, Media Management, Specialist Reporting, Media Law and Ethics, Photography and International Media.

**'On the job' training** (through courses, webinars and colleagues): online marketing, brief dissection, social media, SEO and basic HTML  
 Packages used: InDesign, QuarkXpress, Photoshop, Powerpoint, Microsoft Word, Microsoft Excel

**SQUEEZED IN BETWEEN**

- Exploring the world by plane, train or automobile
- Escaping the world in a book – particularly literature which relates to places I've travelled
- Escaping reality with a weekend of Formula 1
- Indulging friends and family with (not always successful) culinary creations and cakes