

JUSTIN BEATS . COPYWRITER

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Web copy specialist with experience in managing and providing key marketing deliverables for ecommerce, B2B, and tourism organisations. Proven strength in multi-channel copy, with successful relationship building that's reflected through occupational history. Focused and driven whilst quick to learn and adapt. A robust communicatory skillset demonstrated both upwardly with professional peers and outwardly with client facing roles. Creative thinking in the creation and evolution of marketing initiatives and actions, whilst nimble with fast paced projects. Continually striving for betterment through collaboration and leadership when called upon. An invaluable team player, able to fluidly work with others but unafraid to act and compel when necessary. A conscientious character by nature.

INDUSTRY EXPERIENCE

JUSTIN BEATS COPYWRITING

FREELANCE COPYWRITING SERVICES

- justinbeatscopywriting.com. A wide range of web copywriting services available for hire. Ecommerce, B2B, tourism, blogging in all forms, recruitment content, and creative industries content.

INSIDE OUT LIVING.CO.UK

SENIOR COPYWRITER & SEO

Remotely.
HQ: Bristol, UK.
April 2018–Nov 2022

- Product descriptions/specs, organic email marketing, organic social media, and blog posting.
- SEO strategy and tracking at forefront of all copy. Crafting genuine organic content whilst ensuring company best represented in SERPs in areas targeted.
- Frequently optimising on site copy.
- Working through large scale projects with the marketing team to launch new product ranges and end to end marketing campaigns.
- Frequent communication and idea pooling with Head of Marketing and creative dept, delivering actionables to tight timescales.

HERSCHEL SUPPLY CO

THIRD PARTY LOGISTICS LIAISON / CS SUPPORT AGENT

Vancouver.
June 2017–March 2018

- Liaising with key North American stock facilities whilst closely problem solving with their teams, maintaining shared communications files. Order completion process guarding, regular fraud checks, pushing through and amending problem orders through backend ERP systems.
- Providing a high level of customer service for Herschel's international online store when called upon.

GRAVITYPOPE

ASSISTANT MANAGER

Vancouver.
Oct 2013–June 2017

- Leading a staff of 25+ people in a very busy and challenging sales focused retail environment, high level of customer service/satisfaction delivered. Sales goal attainment & strategic stock and sales management.

MR. HARE

MANAGER / WEBSITE COPY CONTRIBUTOR

London, UK.
Aug 2011–Sept 2013

- Luxury footwear brand. Managing company's first boutique in Mayfair, central London. Building and maintaining existing and new client relationships. Managing a budget. Writing weekly article copy for website, articles available upon request.

EDUCATION

University of Gloucestershire, UK
2004 – 2008

BACHELOR OF ARTS DEGREE

ENGLISH LITERATURE & CREATIVE WRITING

SYSTEMS

EDITORIAL / CONTENT DELIVERY

Entire MS suite, Entire Google suite, Wordpress, Adobe Photoshop, Canva, Figma

COMMUNICATION TOOLS

Slack, MS Teams, Asana, Smartsheets, Trello, Skype

MARKETING SOFTWARE

SEMRush SEO, Google Analytics, Klaviyo, Mailchimp, Yoast SEO

E-COMMERCE PLATFORMS / ERPs / CRMs

Woocommerce, Shopify, Elastic Path, ERP software (Microsoft Dynamics GP), Retail 1

SOCIAL TOOLS

Facebook business, Instagram business, Twitter, Hootsuite

ACCOMPLISHMENTS

Web Copy & Printed Copy.
2011 - present

VARIOUS PUBLISHED WORK

4VI, EXPERIENCE COMOX VALLEY.COM: Providing copy for British Columbia's preeminent tourism and sustainability enterprise, promoting the Comox Valley area of Vancouver Island. Landing Page copy catered to inquisitive tourists using persuasive, enticing language by showcasing the area to potential visitors. Long-form blog articles written to cover and highlight the area, briefed by 4VI.

IOLIVING.CO.UK: Creating and updating all product description copy and specs across 900+ products. Twice weekly blog posts supporting key organic marketing strategies whilst also building company presence via SEO keyword use. Organic mailers, organic social copy (Instagram & Facebook). On site copy – homepage, landing pages, category pages & informational pages.

POTENTIAL MOTORS: Providing an exciting electric vehicle start up with a complete rewrite of all copy for the company homepage. Plus refining a product overview document into a digestible, more accessible, read. Preparing posts for social media and press.

PERSONAL

I am an affable person who loves to be surrounded by energetic, varied people. I consider myself socially outgoing but also greatly value my personal sphere and family. I have written copy for businesses, e-commerce sites, tourism boards, and B2B press releases and articles. Personal projects include a travel blog with long form written entries and contributing to a variety of websites, alongside local community projects. I engage with the outdoors; trail running, hiking, camping, and snowboarding. I play soccer year-round and follow English and International leagues. Discovering new music and reading also tempt me away from parenting my two-year-old.

REFERENCES

Rhys Evans,
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