

SOPHIE SMALL

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BIO

I have eight years of experience managing written editorial content across all outputs for luxury sector fashion brands. My career has been spent developing innovative concepts through creative storytelling and utilising engaging copy that brands can be proud of. I am passionate about creating forward-thinking concepts, high-impact product descriptions and marketing communications that drive and engage creative cultures through strategic storytelling.

Freelance Copywriting

2020 - Present

Work encompasses interviewing designers, writing features and content, managing social media communications, working with press channels to create press releases, developing in-house style guides and ensuring all content conforms to brand tone of voice and is SEO-prioritised. I have expertise in successfully growing communities, developing social audiences/engagement and driving significant increases in sales and subscribers.

Under my 8 years writing experience I've worked with luxury brands including: Rick Owens, Maison Margiela, Yohji Yamamoto, Marni, Issey Miyake and Wales Bonner.

A-COLD-WALL*, London

Copywriter

2019

Created compelling and innovative product narratives, progressive content and brand biographies. Developed collection synopses alongside forward-thinking copy for the pioneering modern menswear brand.

Duties:

- Writing and developing an in house style guide and ensuring all content conforms to the style and tone of voice of the brand and is SEO prioritised
- Presenting new ideas and creation of branded content
- Working with press channels on creating press releases and external content

LN-CC, London

Editorial Assistant

2015 – 2019

Managed the written editorial content for all outputs of the brand LN-CC and LN-CC.com. The vast and versatile role encompassed interviewing designers, writing features and content for the LN-CC editorial feed whilst managing and editing all online content, product descriptions and marketing communications.

Duties:

- Guiding the tone and voice of the brand, website and press and marketing channels
- Editorial strategy and execution of curated content for LN-CC.com and social platforms
- Managing and mentoring Junior Editorial Assistant; product descriptions and creative content
- Managing the upload of stories, features and interviews
- Working closely with buying and online store team
- Management of social media and email marketing plan
- Working in tandem with Art Director and Online Store Manager to elevate and streamline all channels

Goodhood, London

Head of Content & Copy

2014 – 2015

Responsible for editorial content of The Goodhood Store website, copywriting for newsletters, product and brand descriptions as well as researching for features, brand focuses and content for both online and printed publications.

Duties:

- Creating news posts for the online newsletters
- Creating editorial content for printed newspapers
- Writing feature articles and brand focuses
- Working in tandem with creative team to produce online and print features using in-house CMS
- Transcribing interviews

EDUCATION

University of London Institute in Paris, France

BA French Art, Literature & Philosophy
2011 – 2014

LANGUAGES

English – Native
French - Proficient