



# JO MATTHEWS

## CREATIVE COPY & COMMUNICATIONS

**I'm a creative copywriter, communications specialist and brand strategist with over 15 years of experience. I'm fast-working, detail-oriented and good with people.**

## CONTACT

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## SKILLS

- Concise, compelling written style
- Wide-ranging copy experience
- Strategic thinker
- Experience across a number of industries and sectors
- Excellent client relationship management skills
- Strong presentation and workshop-facilitation skills
- Managerial and team-lead experience
- Sustainability & CSR Professional
- Published poet

## EXPERIENCE

### Freelance Copywriting & Conscious Marketing: 2013 - 2023

#### *Copywriting:*

- From full brand campaigns to social media posts, corporate speech writing to poems, targeted emails to strategic style guides, I've worked across a range of copywriting projects for a range of clients and agencies.
- Clients include: Nike, Uber, Converse, Booking.com, UNIQLO, eBay, Tommy Hilfiger, ACCOR, ASICS, Bugaboo

#### *Conscious Marketing:*

- From brand storytelling and marketing strategy to global research and report writing, a lot of my career has revolved around social impact, sustainability and corporate responsibility projects.
- Clients include: Oxfam, WWF, Insight Timer, TOMS, The International Olympics Committee, Cartier Philanthropy

### Other Relevant Experience

- Nike - Head of Copy for EMEA: 2016-2018
- Barclays Bank - Communications Manager for Corporate Citizenship Team: 2012 - 2013
- Accenture - Management Consultant for Strategy and Sustainability Teams: 2010 - 2012
- WYSE International - Marketing Manager: 2009-2010
- i-genius - Marketing & Communications Manager: 2007-2009

## EDUCATION & TRAINING

- BA English Literature: 2001-2004 (University of Leeds, 2:1)
- MA International Development Management: 2006-2007 (University of Westminster, Distinction)
- Diploma in News Journalism: 2005-2006 (London School of Journalism, Distinction)
- SEO Fundamentals: 2023 (The University of California (Davis))
- Professional Coach in Transformative Coaching: 2020 (Coach Masters Academy / ICF)
- Currently: Training in Corporate and Leadership Coaching with The Coaching Academy