

COPYWRITING AND COMMUNICATIONS PORTFOLIO

JO MYTTHEWS

WWW.JO-MATTHEWS.COM



Hi, I'm Jo, a creative copywriter and communications specialist committed to helping organisations and individuals tell their stories.

Originally from Oxford, I spent ten years in London and now live in Amsterdam.

Hope you enjoy exploring some of my work!



COPYWRITING

01 - Nike

02 - Converse

03 - Bugaboo

04 - UNIQLO

05 - INTERSPORT

06 - Uber

07 - McArthurGlen

08 - Nikon

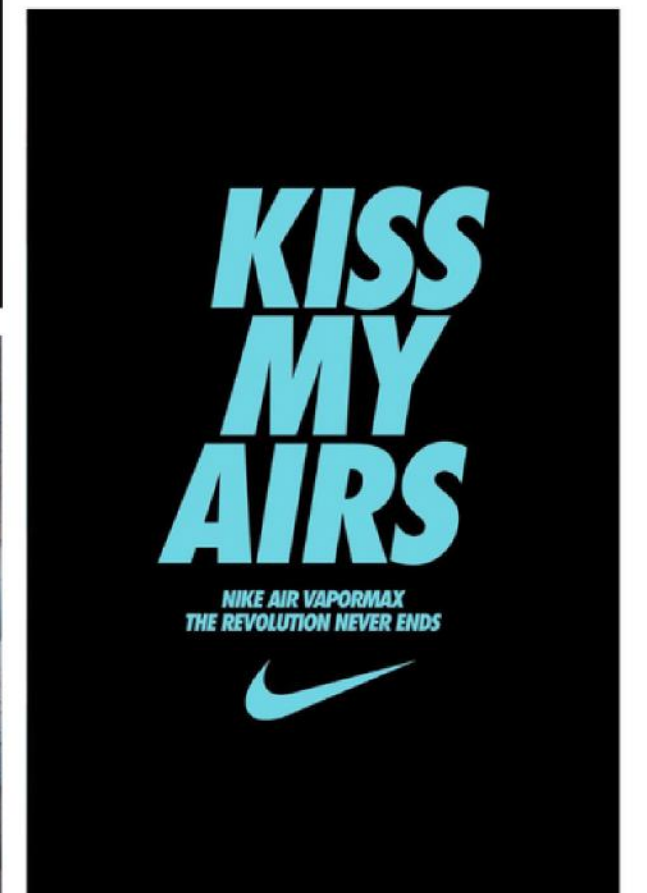
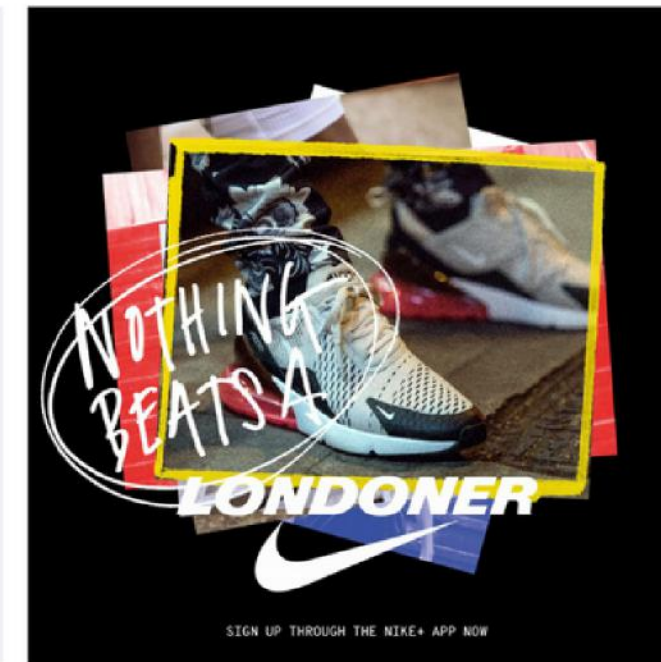
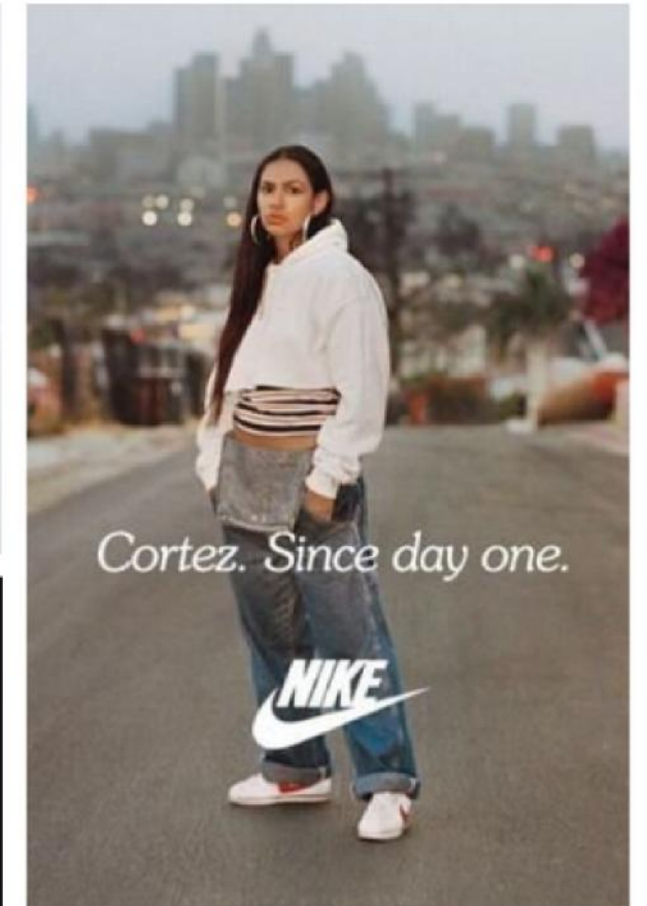
09 - Booking.COM

10 - Tonies



01 Nike

- Head of Copy EMEA 2016-2018
- Leading on all digital copy (email, app, social, .com)
- Overseeing all content for a variety of high-profile campaigns
- Team-lead for EMEA copywriters





01 Nike Email

- Writing for translation into 18 languages
- SL/PH A-B testing and monitoring click-through analytics
- Covered all Nike categories, with a focus on Women's and Running

BLACK & WHITE COLLECTION


Be strong. Be confident. Be fearless.

[SHOP THE COLLECTION](#)

ON THE STREETS

Style is an attitude. And it's yours to own.


[Shop Lifestyle](#)



IN THE GYM

Fierce determination meets endless energy. You got this.


[Shop Training](#)



ON THE RUN

Stay one step ahead in gear designed for the focused and fearless.


[Shop Running](#)



NIKE SB PARIS PACK

A collection inspired by the colours of Paris, with a deconstructed performance fit and new premium upgrades.

[SHOP THE COLLECTION](#)



EUROPEAN SERIES

PARIS AM

14.-15. JUNI

NIKE SB EURO SERIES

The Nike SB Euro Series comes to Paris. Check out some of Europe's best amateur skateboarders doing their thing.

[READ MORE](#)




GO SKATEBOARDING DAY

06.21.2016

Celebrate with the global skateboarding community and hit the streets on June 21 (as if you need an excuse).

[LEARN MORE](#) [GEAR UP](#)



MEHR VON NIKE SB

[SHOP ALL SHOES](#)

NIKE SB ZOOM STEFAN JANDOSI SLIP-ON CARNAS NIKE SB BRUN HYPERFEEL NIKE SB STEFAN JANDOSI MAX

#SKATEEVERYDAMNDAY

FREE DELIVERY FREE RETURNS PAYMENT METHODS DELIVERY OPTIONS



YOGA BRAS

For a distraction-free practice, find the perfect bra to support you through your practice.

[Shop Yoga Bras](#)

YOGA TIGHTS

Discover a selection of different rises, fits and styles to suit your natural flow.

[Shop Yoga Tights](#)

“I LISTEN TO MY BODY AND ADAPT MY APPROACH DEPENDING ON WHAT I ACTUALLY NEED”

Jessica Skye, Nike Yoga Training

“YOGA HAS HELPED ME TO STAND UP TALLER, IT'S MADE ME STRONGER, IT'S IMPROVED MY UNDERSTANDING OF MY BODY, IT HELPS ME FOCUS HARDER FOR LONGER.”

Jessica Skye, Nike Yoga Training



RUNNING ON AIR

Nike Air turned into more than just a feeling when the breakthrough running technology became visible. Almost 30 years later, experience the evolution of Visible Air with the Nike Air Zoom All Out Low and Nike Air Max 2017.

[SHOP VISIBLE AIR](#)

NIKE AIR ZOOM ALL OUT LOW




Engineered for speed, with a sleek lightweight upper and an ultra-responsive, cushioned Visible Air Zoom unit.

[SHOP NOW](#)


NIKE AIR MAX 2017





01 Nike Email


MEN WOMEN BOYS GIRLS



IT'S ALL IN THE DETAILS
Cutting-edge style meets on-point performance in sleek and breathable mesh apparel.

[SHOP THE COLLECTION](#)


MEN WOMEN BOYS GIRLS



BOARDFEEL DELIVERED

Nike SB and Skate Mental serve up high performance with a new pizza-print Zoom Janoski.

MEN WOMEN BOYS GIRLS




HELLO SUNSHINE
From all-day festivals to all-day on the beach, make the most of your summer with fresh styles from Nike.

[SHOP THE COLLECTION](#)

MEN WOMEN BOYS GIRLS


NIKE RUNNING



RUN STRONGER
You set the goal. We'll help you get there. Get the gear and advice you need to run stronger.

[LEARN MORE](#)

MEN WOMEN BOYS GIRLS



STRIKE A BALANCE
Stretch, flex, control—discover everything you need to find your perfect balance with the new Nike Free TR Focus Flyknit.


[SHOP NOW](#) [SHOP TRAINING SHOES](#)

MEN WOMEN BOYS GIRLS

NIKEWOMEN JULY STYLE GUIDE

ON TOP OF THE WORLD
Laid-back and feel-good summer staples, the Nike International Lifestyle Collection is inspired by relaxed confidence.

[SHOP THE COLLECTION](#)





01 Nike .com

NIKE EPIC REACT
Soft and springy, feels light and long-lasting. Feel the hype for yourself with our 30-day trial.

SHOP REACT GET THE LOOK

NIKE REACT
INSTANT GO.

THE SPEED TO GET GOING. THE STABILITY TO STAY GONE.

NIKE AIR VAPORMAX
YOU CAN WAIT FOR IT OR YOU CAN RUN FOR IT

WAIT FOR WHITE RUN FOR RED

NIKE BEAUTIFUL X
POWERFUL

AF1 ULTRA FORCE 200
The legend gets reinvented again. Breathable upper and ultra-soft foam.

SHOP MEN'S SHOP WOMEN'S

NEVER NOT RUNNING.

THINGS JUST GOT PERSONAL
THE NEW NIKE APP IS HERE

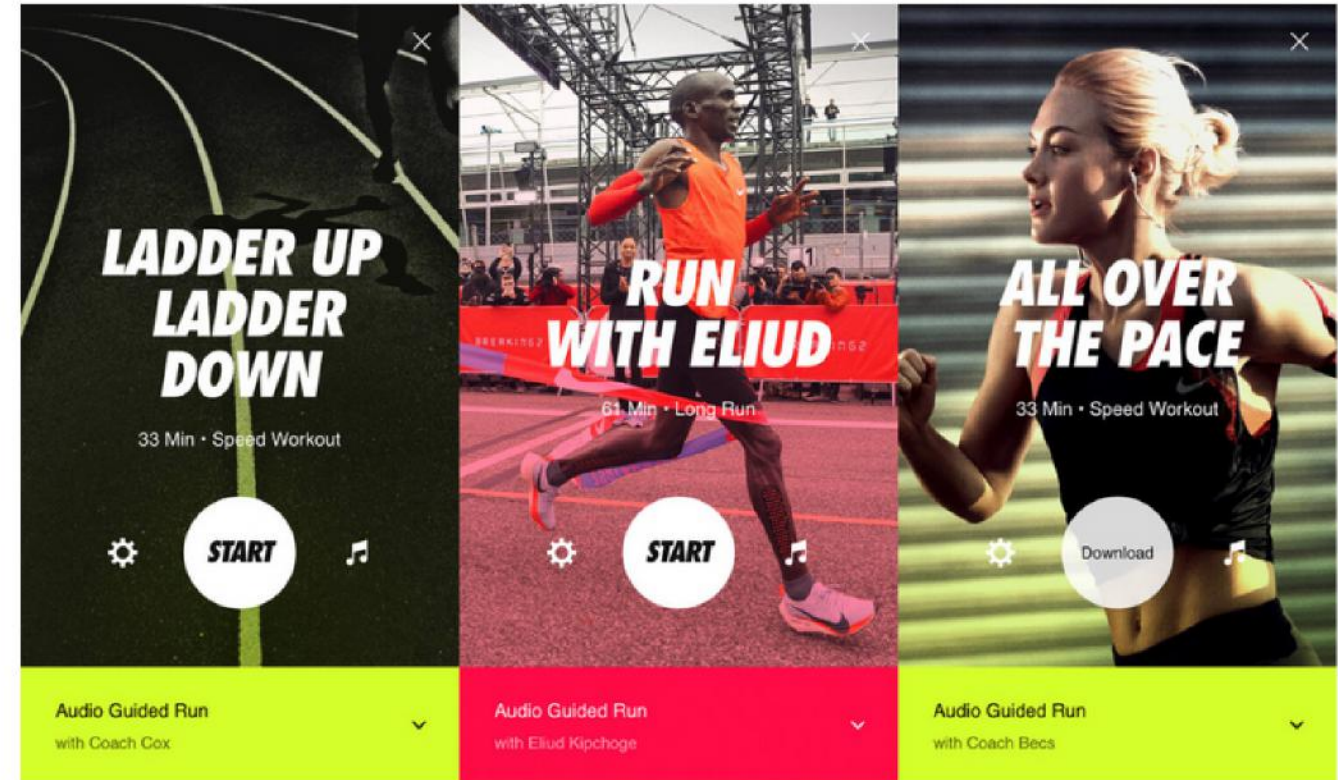
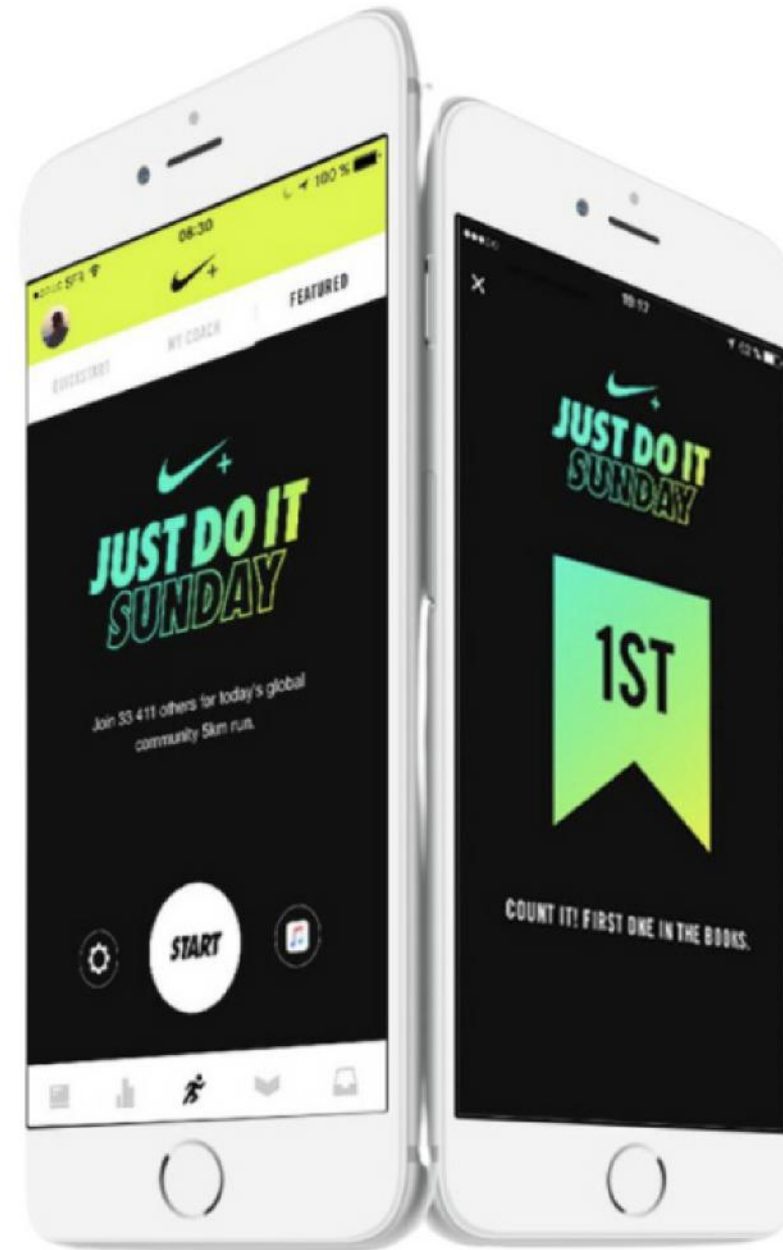
Available on the App Store and Google Play

PEAK twigs

DO YOU BELIEVE IN MORE?



01 Nike Run Club



JUST DO IT. SUNDAYS: JOIN THE MOVEMENT

From now on Sundays are run days. Get up, lace up and run 5k (or more) anywhere, anyway or anyhow. Sunday after Sunday, find your stride and you're on a streak. Share your runs with exclusive stickers and invite your friends to join the movement.

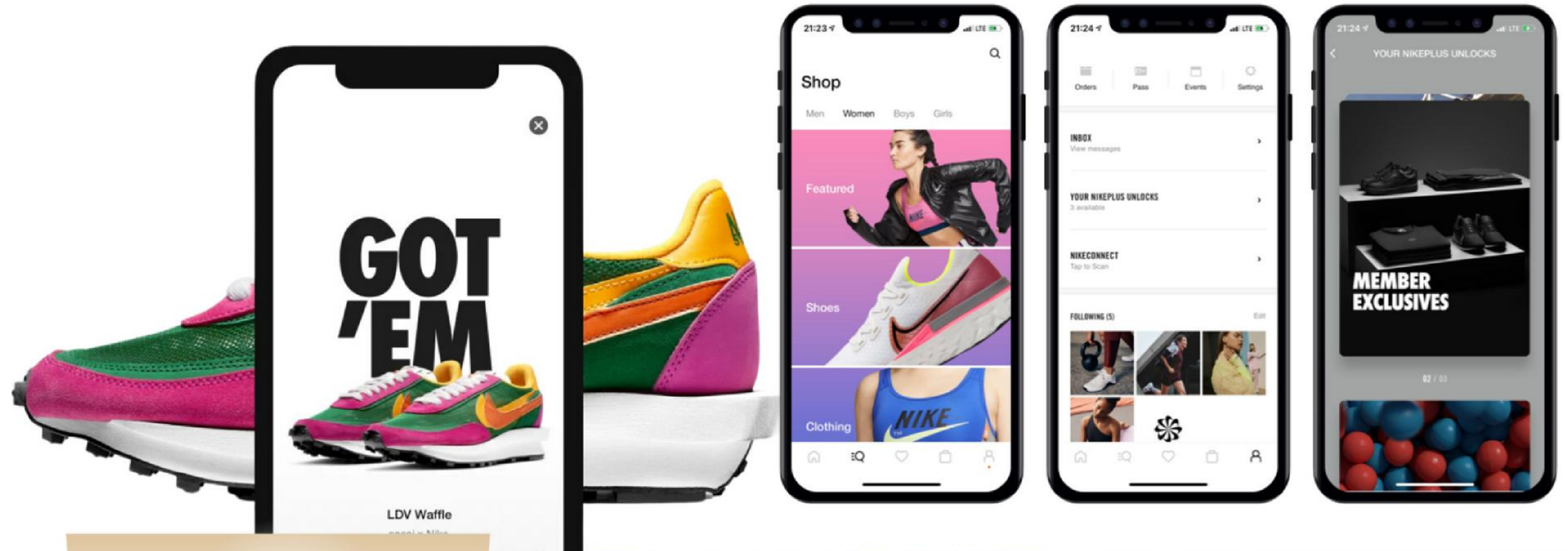
See you Sunday



01

Nike App launch

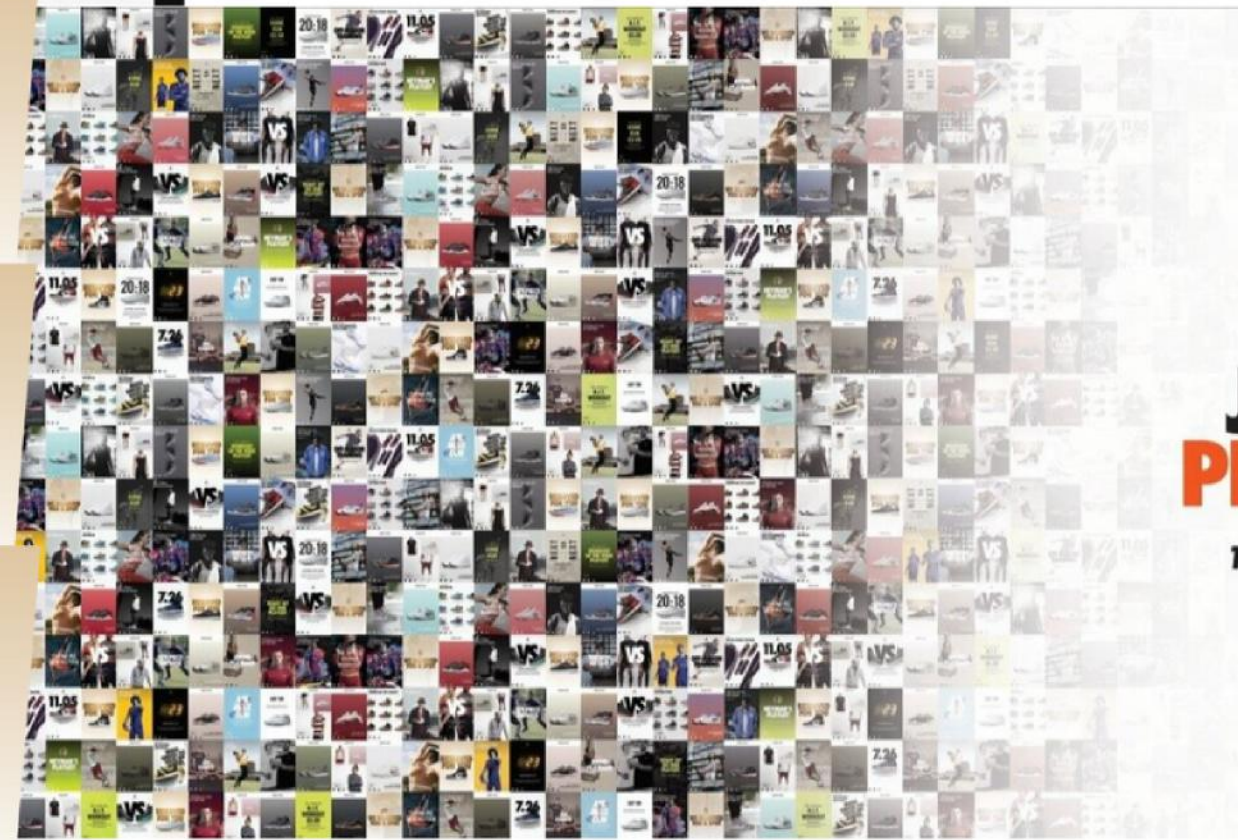
- Launch across all EMEA markets
- Internal launch at Nike EHQ to get employees on-board



JUST ARRIVED
And hotter than your coffee.
Find the latest drops in the new Nike app.

RESERVED FOR YOU
And gets your name right every time (sorry Bill's).
The new Nike app is here.

TODAY'S PICK
Worth waking up for (if the coffee isn't).
Find out what's new in the Nike app.



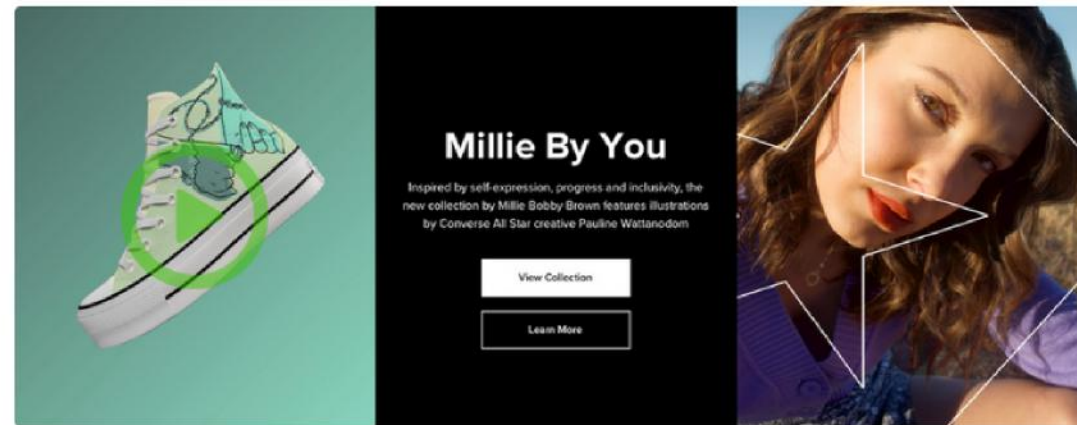
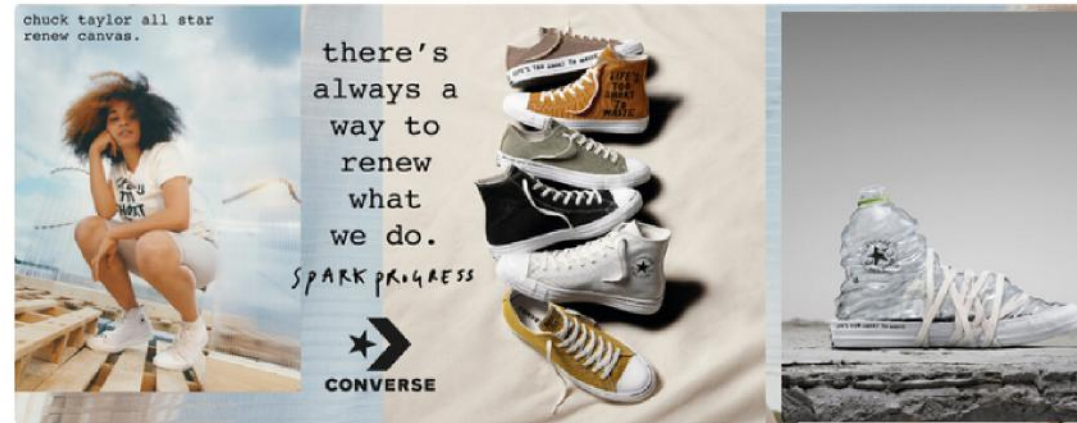

THINGS JUST GOT PERSONAL
THE NEW NIKE APP IS HERE





02 Converse

- Campaign development
- Email, social media, PR copy
- Collaborative projects with & Other Stories and Comme de Garçons
- Worked for US and EU teams and audiences

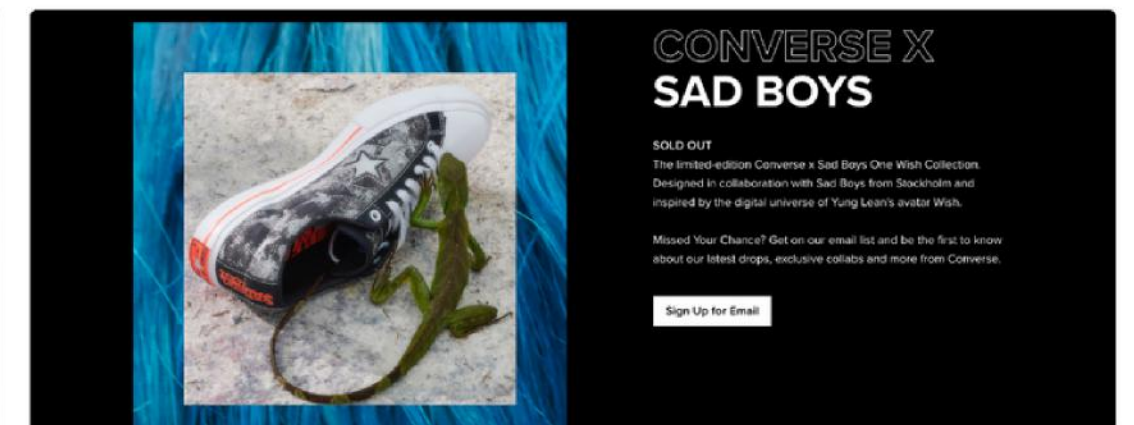
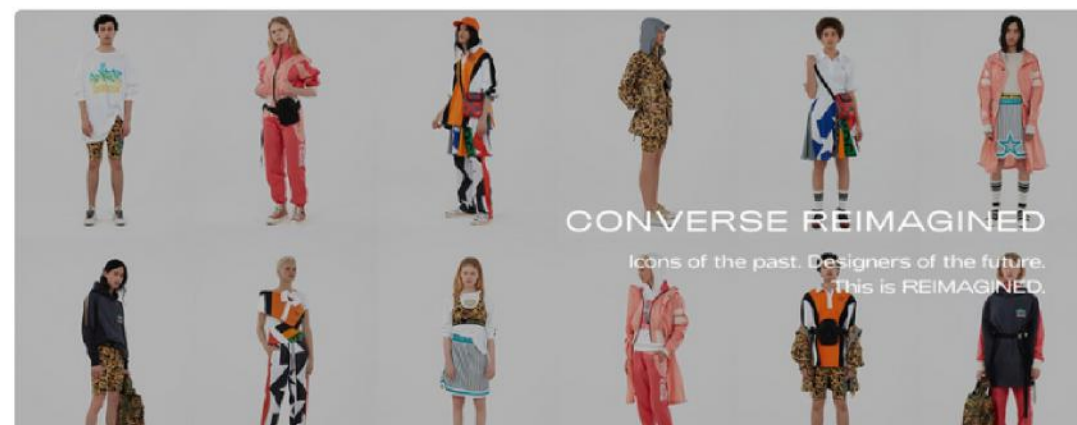


One Star

Since its groundbreaking debut in 1974, the audacious One Star has continued to inform the rules of modern cool.

Originally designed for the court, it was quickly adopted by street culture—from skate parks to the grunge scene and everything in between.

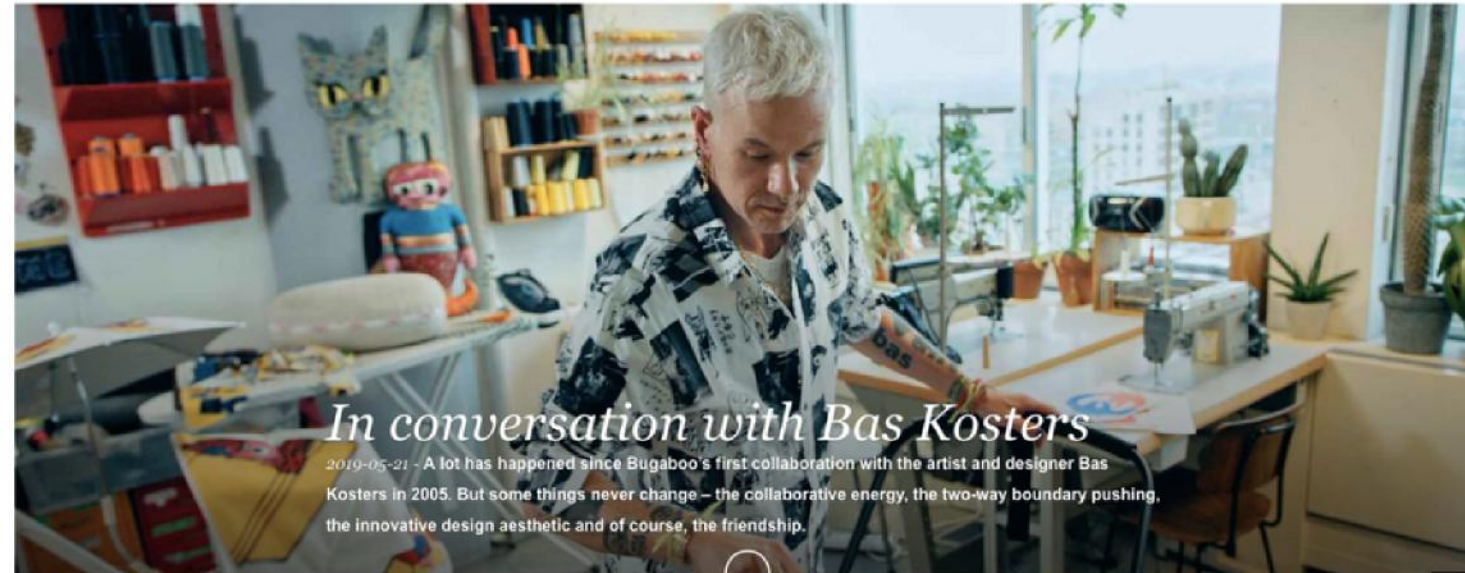
Keeping the same timeless silhouette, the latest update includes a premium upper, a snugger fit, and additional cushioning for all-day comfort. Still iconic, still unstoppable.





03 Bugaboo

- Digital, campaign, email and social copy
- High-profile campaigns and collaborations, product launch video scripts and storyboards
- New tone of voice to speak to a more realistic view of new parenthood



You've got this

We're not here to present a perfect view of parenthood. We get that it's not always easy, but we know that it's always worth it. Our range of extraordinary products has been designed to meet you where you are as a parent and as a person, and while we can't guarantee meltdown-free mornings or eight-hour-sleep nights, we can guarantee that you've got this.

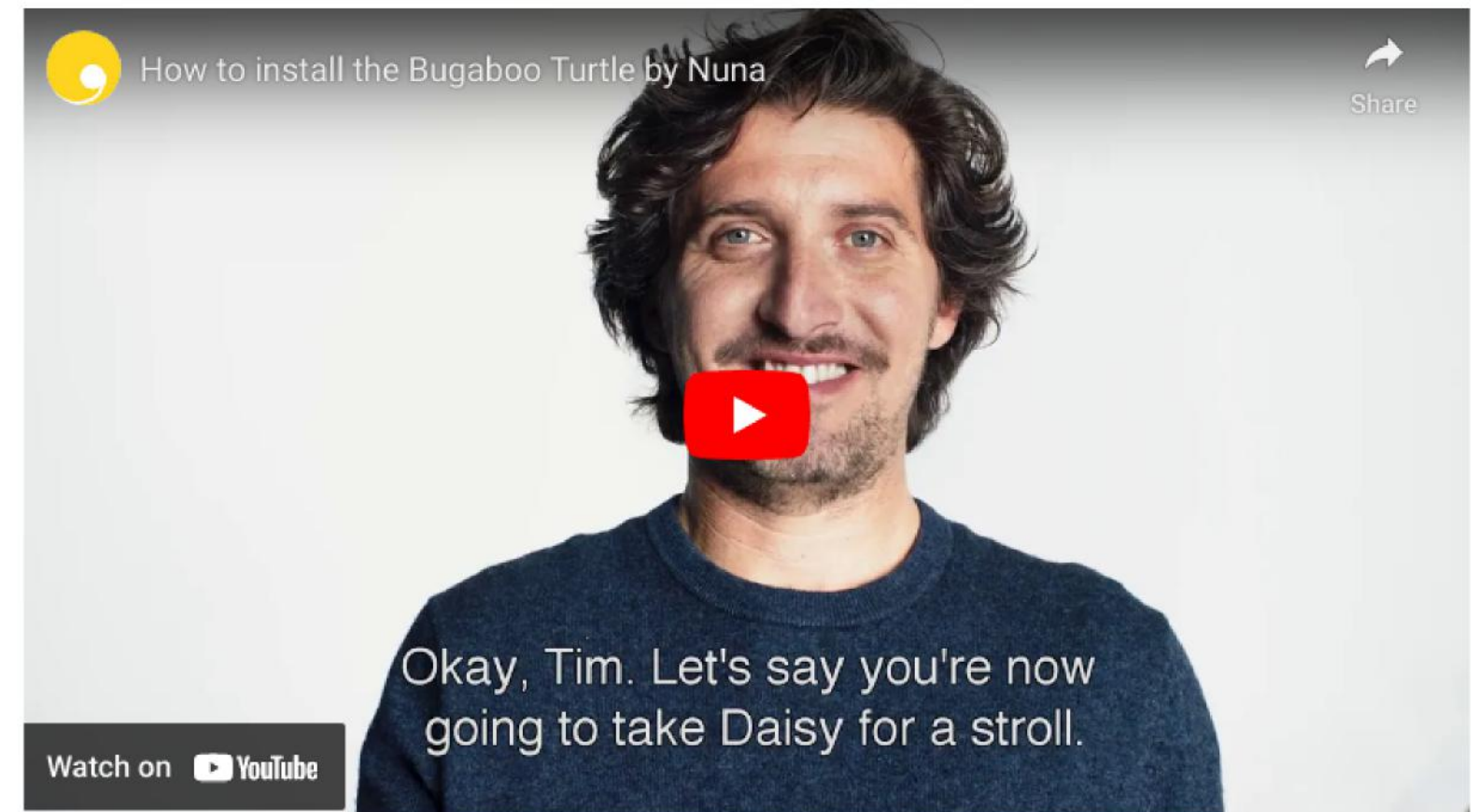




Storyboarding and concepting for the launch video of the Bugaboo Turtle by Nuna. Using the idea of ‘New parents, you got this’ I came up with the idea for this short scene of a young family heading home with their new baby for the first time.

03 Bugaboo

I wrote the script for this introductory video to show parents how to install the Bugaboo Turtle by Nuna. The brief was to convey all the relevant, technical information about installation while keeping the tone lighthearted.





UNI QLO

I wrote the script for a promotional video to mark the launch of UNI QLO's flagship store in Amsterdam. The brief was to create an aspirational video that would celebrate the people of Amsterdam while promoting the brand's new LifeWear collection. 'To A New Everyday' was translated into Dutch for the launch (but you can read the English copy ☞)

Every day...
We wake up
to a blank slate
looking forward to new ideas; conversations; inspirations
feeling the heartbeat of the city
We show up
with simple, practical style
ready for whatever the new day brings
We connect
sharing our stories and our talents
our revived and restless optimism
We innovate
finding new ways to evolve, to expand
new challenges to overcome
We thrive, we strive
We adapt, we aspire
We originate, we communicate
We discover, we refine, we grow
And in UNI QLO LifeWear we are ready for it all
Embracing the everyday...
Every day.



05 INTERSPORT

- Campaign to launch the Nike Zoom Pegasus Turbo and Nike Epic React across 26 countries
- Developed a suite of content for Team GB ultra-marathon runner and influencer, Lee Grantham. (Agency: Harriman Steel)
- Other projects: developing a bespoke Nike Bra Finder / developing a new tone of voice and all copy for their exclusive sub-brand Energetics



Intersport Runni...

16 5

Follow

Report

Follow [Intersport Running Podcast](#) and others on SoundCloud.

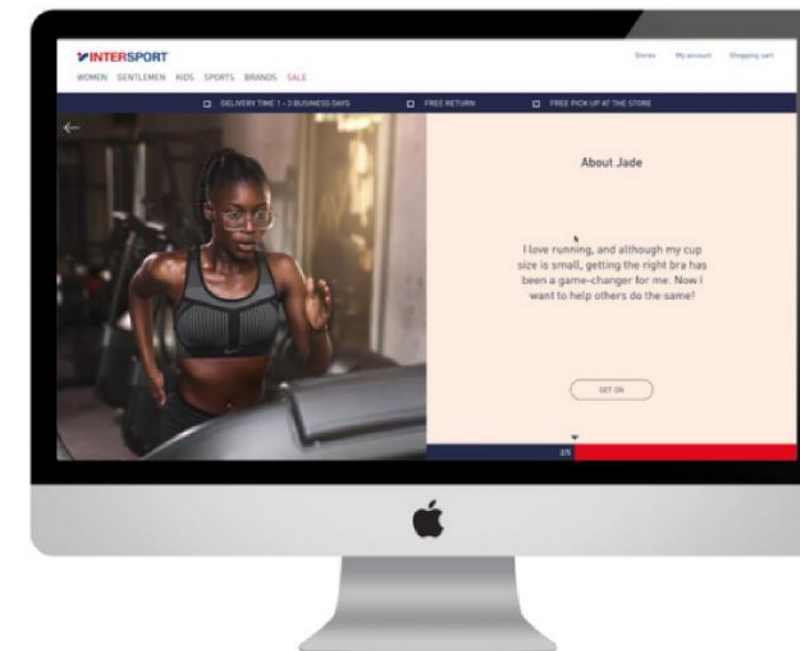
Create a SoundCloud account

Sign in

Episode 1: Introduction

Learn about how Lee came to professional running, and the passion that propelled his rise to the top. In this first episode, he looks back at his childhood and what sport meant to him back then, what his time working in the corporate world taught him about competition and endurance, and how he believes the world would be a better place if everyone did what they love. He goes on to talk about how running can help energise your day, how joining a local running club can help you push through your barriers, and how tracking your training can keep you focused on your goals and lead to quicker improvement.

Show more





05 INTERSPORT

- Video scripts for launch of Nike Zoom Pegasus Turbo and Nike Epic React across 26 countries.
- Agency: Harriman Steel





Uber

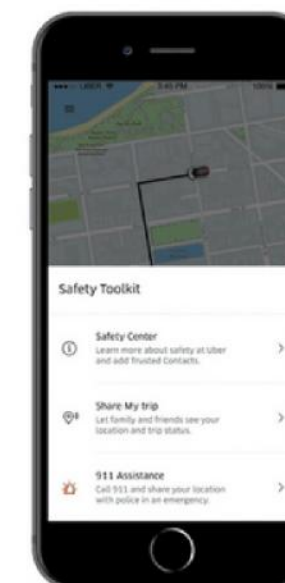
- Working with teams in both Amsterdam and London
- Projects included Uber's in-app Safety Toolkit and the launch of the brand's Partner Protection programme with AXA



Partner Protection Insurance with AXA in the UK

Uber launched Partner Protection on 1st June 2018 in London, Manchester, Birmingham and other cities in the United Kingdom, protecting eligible Driver and Delivery Partners from the financial cost of life-changing events with insurance from AXA. Now events like injury, sickness or having a baby don't have to come with all of the additional financial stress.

If you would like to make a claim for an On-Trip accident or for an Off-Trip life event, please use the AXA online claims form located [here](#).



Our commitment to safety

We want you to move freely, make the most of your time, and be connected to the people and places that matter most to you. That's why we are committed to safety, from the creation of new standards to the development of technology with the aim of reducing incidents.





07 McArthurGlen

- Advertorial, point-of-sale, campaign, editorial and B2B copy for McArthurGlen designer outlets (with 24 locations across nine countries)
- Campaigns included 'For the...' campaign to increase customer footfall, and the 'Art of Denim' and 'Colour Me Happy' trend-focused campaigns
- Agency: VCCP London

FOR THE STYLE HUNTERS

JUST 50 MINUTES FROM ITALY'S FASHION CAPITAL, YOU'LL FIND DESIGNER BRANDS AT 30-70% LESS

If you love designer fashion, your trip to Milan isn't complete without a stop at Serravalle Designer Outlet. You'll find Blumarine, Dolce & Gabbana, Hugo Boss and many more at 30-70% less, all year round. With a wide selection of sought-after brands on offer, plus tempting cafés and restaurants, we're the perfect place to shop for your new autumn style.



TAX FREE SHOPPING

Non-EU citizens can enjoy a tax refund on products purchased in our centres.

1



2



3



GETTING HERE IS EASY

We run a convenient daily shuttle bus service from Milan city centre - find out more online.



NEW ARRIVALS

Our latest collections have now arrived, so you can indulge in a whole new look for autumn. Update your wardrobe with the season's must-have key pieces, from glamorous heels to the perfect dress.



TAX FREE FOR MORE INFORMATION GO TO MCARTHURGLEN.IT/SERRAVALLE

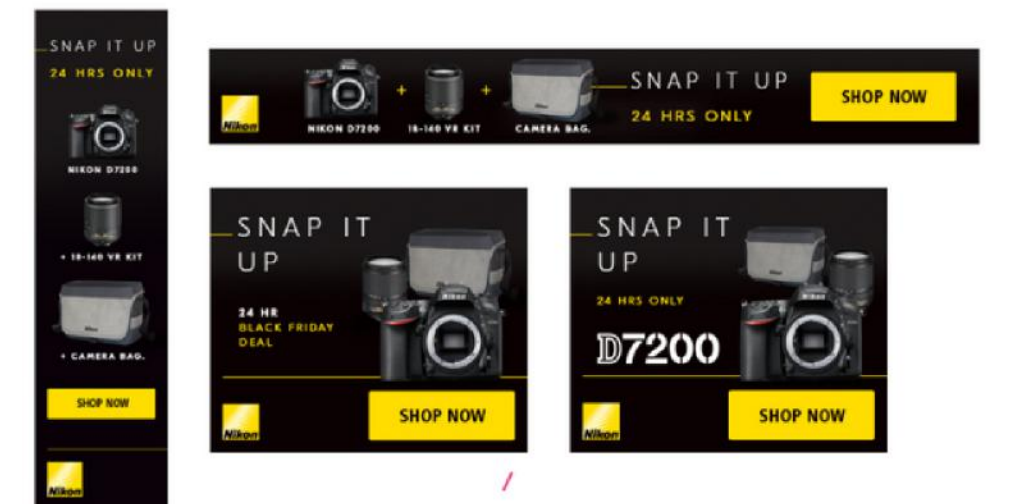
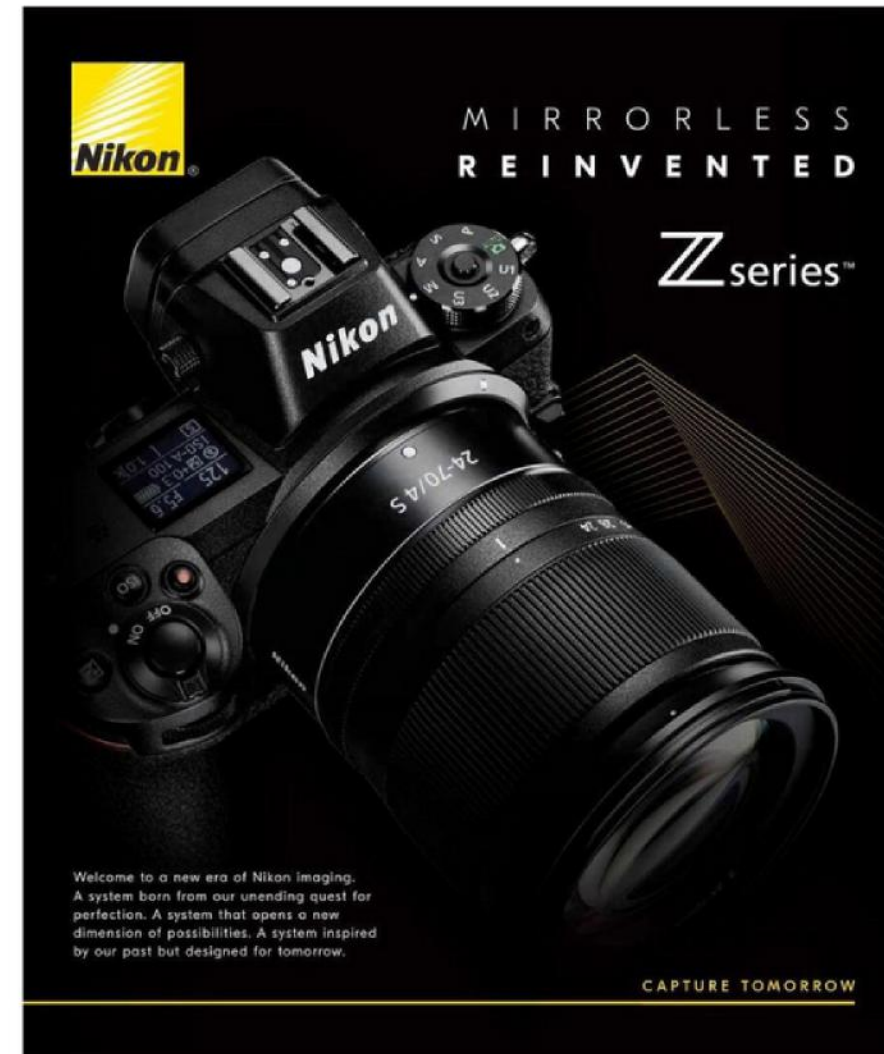
A McArthurGlen Property





08 Nikon

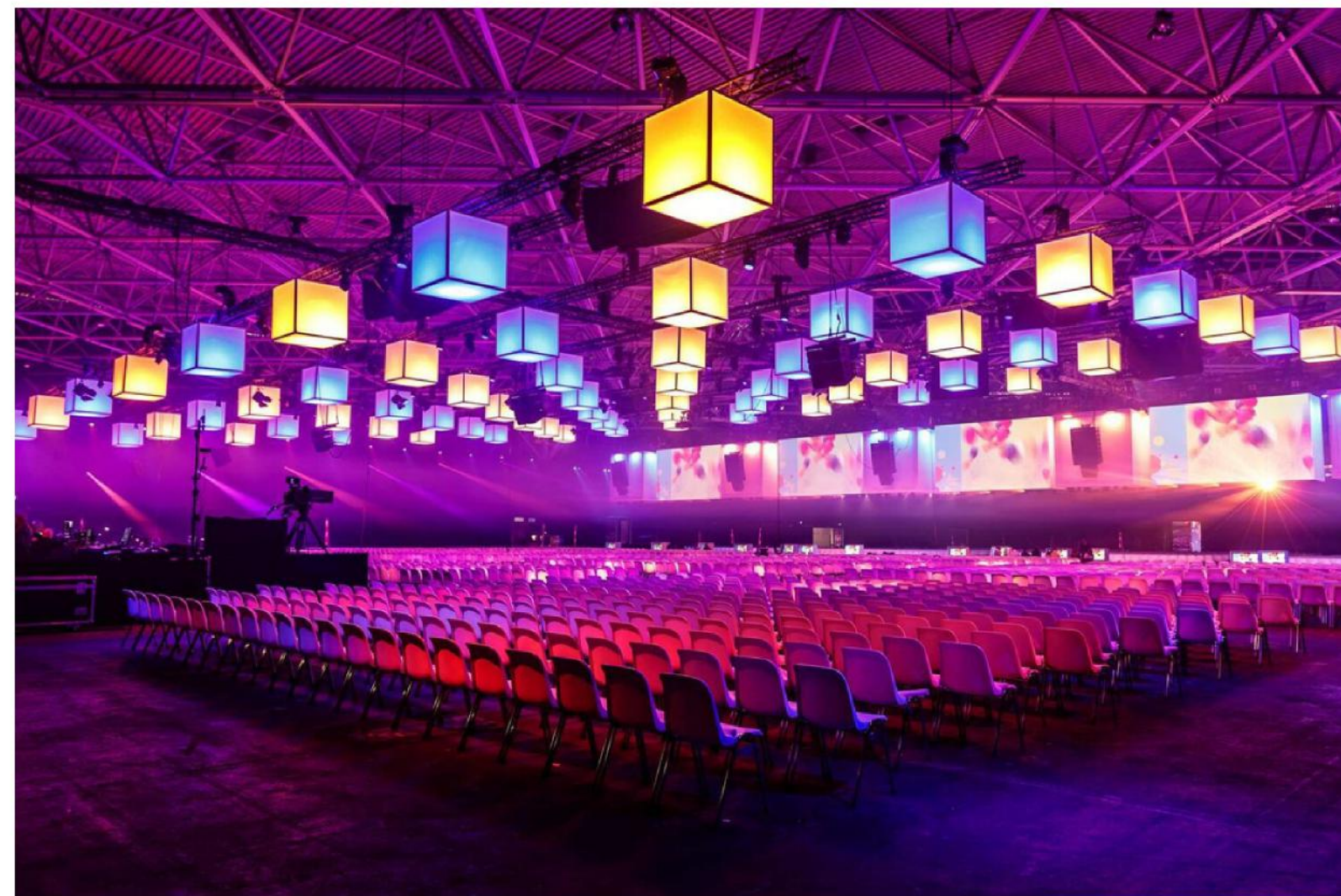
- Focus on email and social copy for Nikon's Black Friday and Cyber Week campaigns, which were launched across 37 countries and translated into 15 languages
- I also helped to develop the Z Series campaign and rewrote the copy and consumer journey for the brand's online Preference Centre





Booking.com

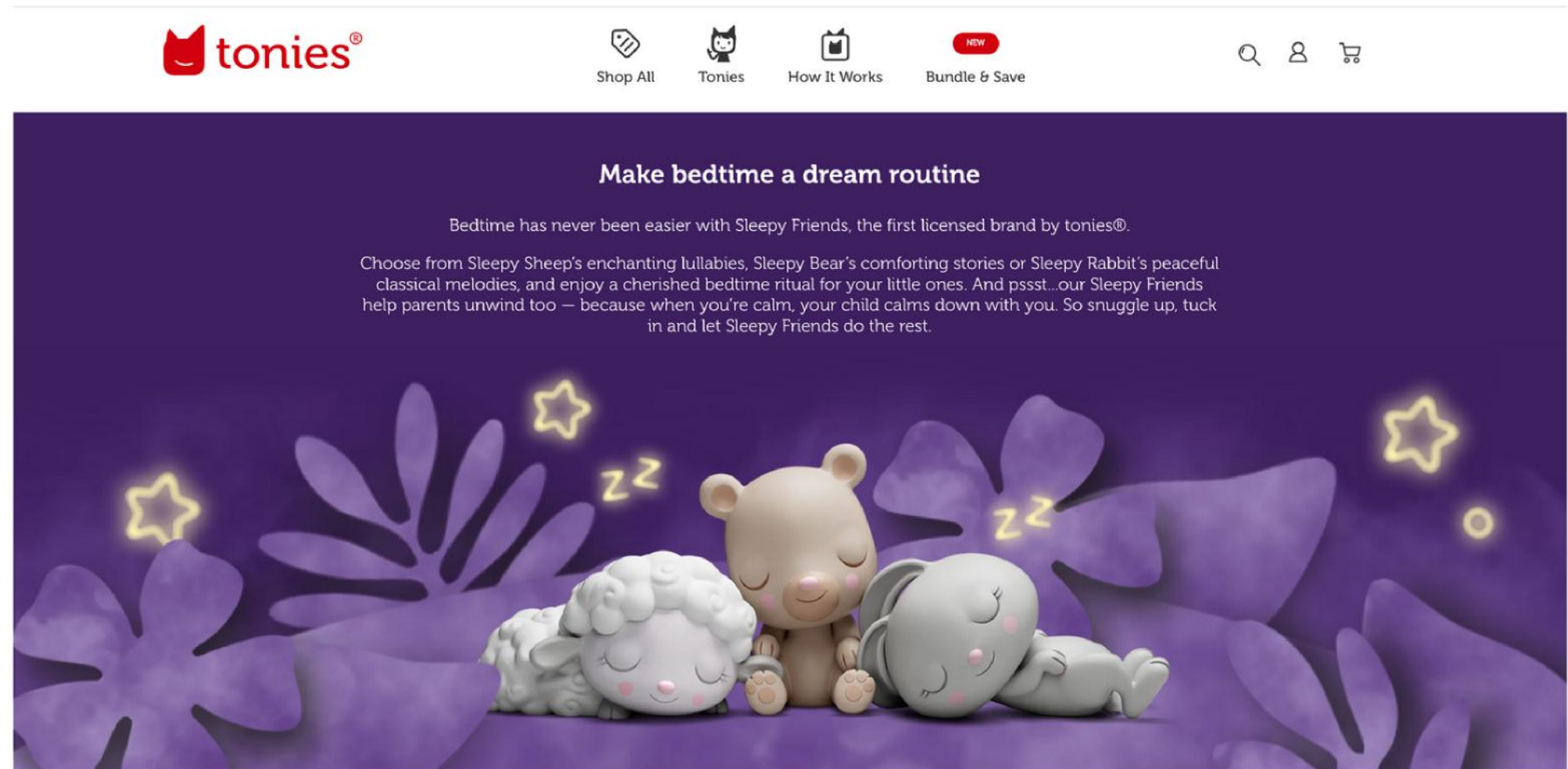
- Design and delivery of content for several of Booking.com's internal events
- Transforming high-level, strategic information into inspiring and engaging speeches for leadership
- Copy support for Internal Communications Team on company-wide messaging around culture and strategy





10 tonies®

- Brand copy for the launch of the 'Sleepy Friends' collection, designed to help small children (and their parents) unwind in preparation for sleep
- Brief: to create copy that could speak to the struggles of toddler bedtimes while bringing a cozy, poetic feel to the product copy





CONSCIOUS MARKETING

01 - TOMS

02 - Planet Care

03 - Monsoon

04 - Cartier Philanthropy

05 - Athlete365

06 - Insight Timer



01 TOMS

‘Stand for Tomorrow’ enabled TOMS consumers to make a ‘stand’ against an issue such as homelessness, mental health, female equality and dignity. The brand then gave a percentage of the purchase cost to relevant grassroots non-profit organisations and local changemakers. I worked on the copywriting and campaign journey mapping for the Stand for Tomorrow campaign.

Agency: Harriman Steel



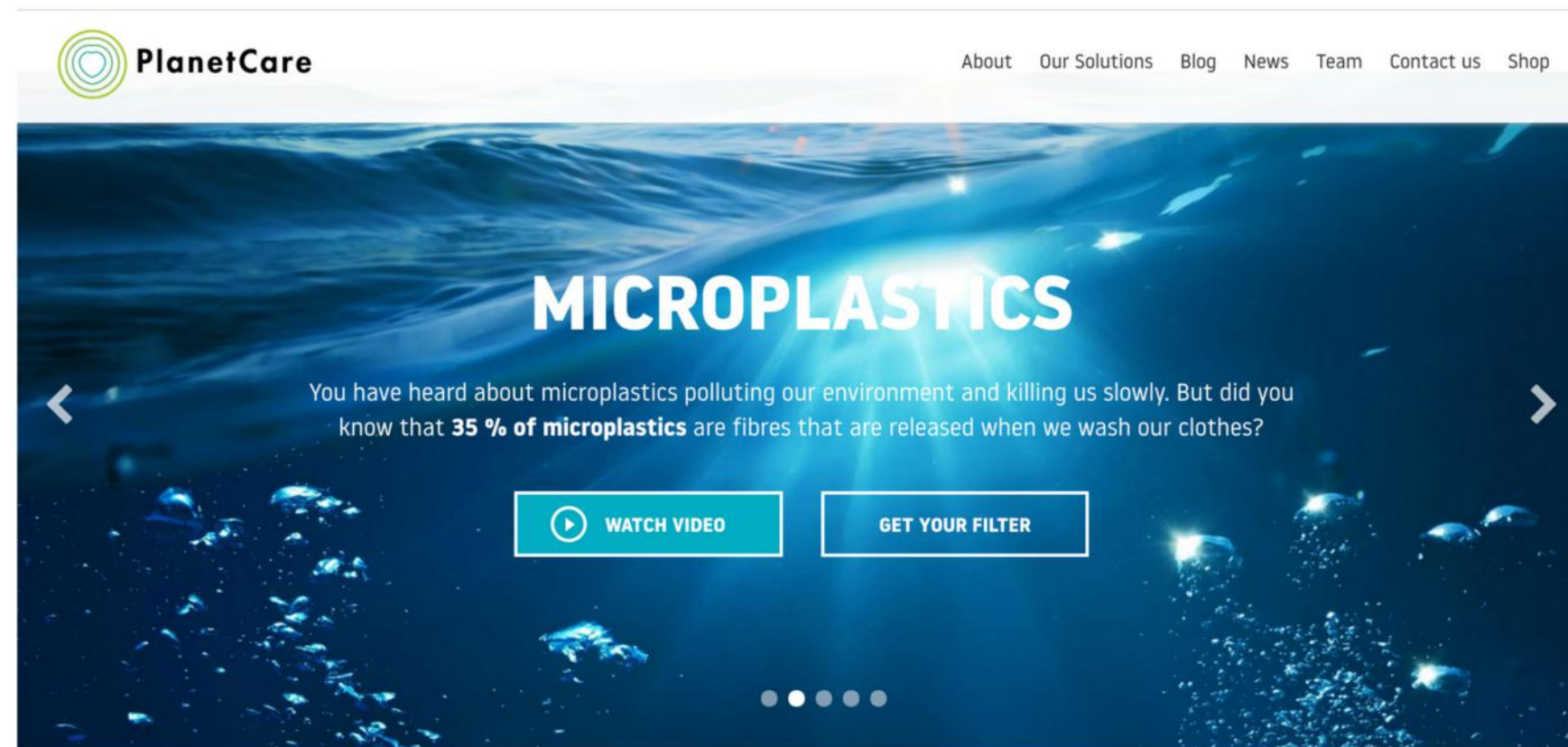
STAND FOR TOMORROW
We want our customers to have a say in how your purchase creates change. "Pick your style. Pick your stand." is another way for you to be involved with giving at TOMS. When you purchase a TOMS product, you can also pick an issue area that you stand for, and your purchase helps direct our giving to the issue area you choose.
TOMS proudly supports our giving partners across a variety of impact initiatives.





02 Planet Care

Every time we wash our clothes they shed fibres, which infiltrate our oceans and drinking water, kill off marine life and cause a number of health risks. I wrote for and advised on a collaborative project between G-Star, The Plastic Soup Foundation and Planet Care to promote the Planet Care microfibre filters, which catch 90% of microfibres with every wash.





03 Monsoon

Living Our Values & Ethics since 1973. I was commissioned by Monsoon and Accessorize to come up with a new brand strategy to communicate and promote the company's ethical credentials. I created the 'LOVE since 1973' campaign (Living Our Values and Ethics) which was rolled out globally in 2009 and is still featured in stores today. I also rewrote all the communications materials and website copy for the Monsoon & Accessorize Trust, the brand's charitable arm.

AVAILABLE APRIL

HERITAGE

40 Years in Fashion

This year Monsoon celebrates its 40th anniversary. What better milestone to champion everything we love about our label, from our traveller's roots and celebrated style, to our feel-good spirit and hand-crafted techniques. We began by returning to Monsoon's spiritual homeland, Rajasthan in India, to shoot our Spring/Summer campaign. Asia's sun-drenched colours and relaxed bohemian spirit are what originally inspired the label way back in 1973. The natural Indian cottons, decorative artisan techniques and lovingly hand-embellished details that we fell in love with can all be seen in this season's collection, which is drenched in that special Monsoon magic. Think light-as-air

MONSOON LAUNCHES ITS **L.O.V.E** RANGE... ICONICALLY FEMININE PIECES CELEBRATING A FUSION OF CLEAN, MODERN DESIGN WITH INDIAN CRAFTS, RECYCLED MATERIALS AND ORGANIC FABRICS




L.O.V.E.
LIVING OUR VALUES & ETHICS SINCE 1973

WWW.MONSOONTRUST.ORG
MONSOON ACCESSORIZE TRUST
FOUNDED IN 1994, HELPING IMPROVE THE LIVES OF WOMEN & CHILDREN IN ASIA

GENERAL ENQUIRIES
020 3372 3000

DESIGNED IN LONDON
TO FIND YOUR FAVOURITE PIECES AND SHOP ONLINE VISIT MONSOON.CO.UK
TO PLACE YOUR ORDER, ENTER THE NAME OR 8 DIGIT ITEM NUMBER IN THE SEARCH FIELD, ALTERNATIVELY CALL 0844 811 0068

L.O.V.E.
LIVING OUR VALUES & ETHICS SINCE 1973

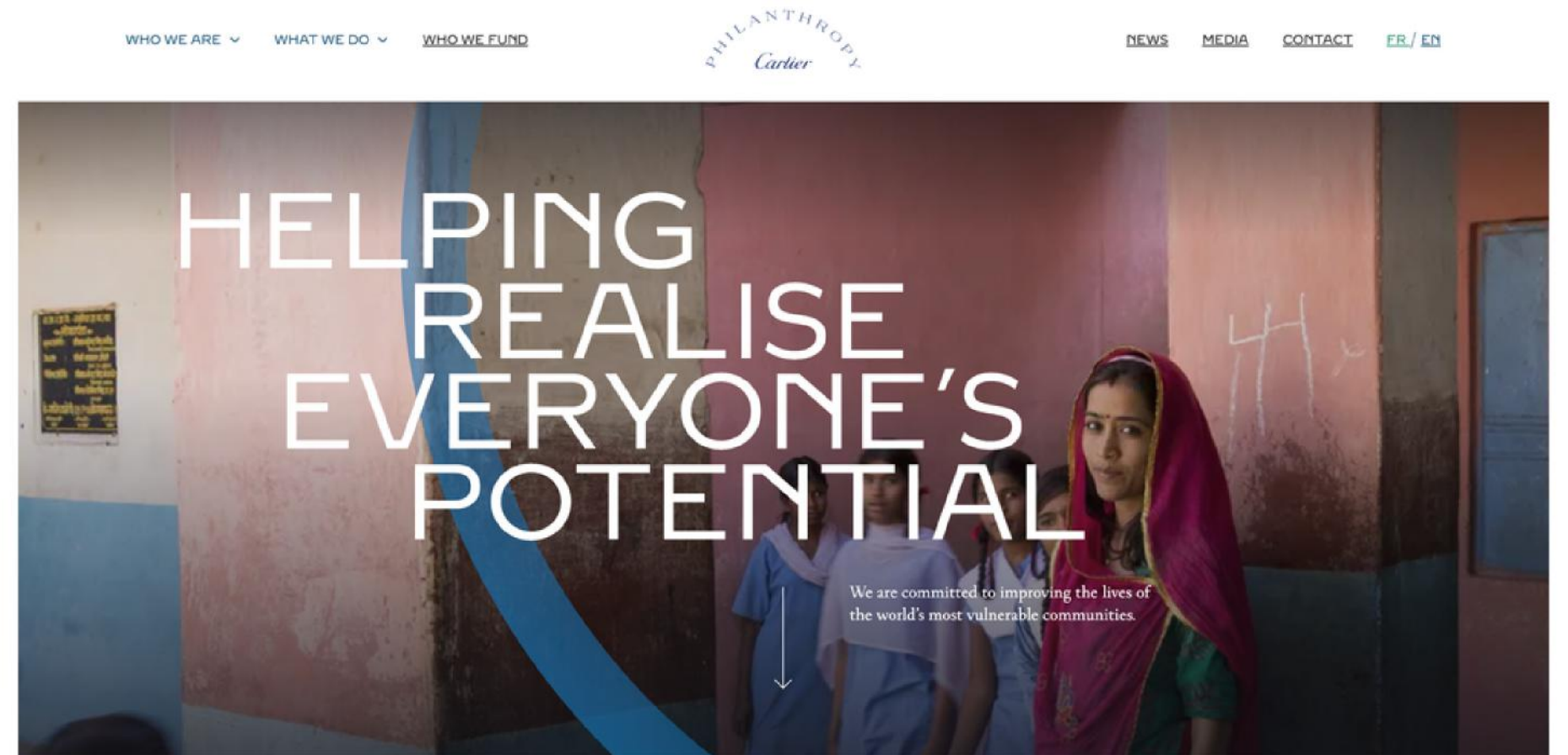
MONSOON.CO.UK



04 Cartier Philanthropy

I was commissioned to help Cartier Philanthropy rewrite the copy for their website and develop a new tone of voice for the organisation. This involved running a tone of voice and mission/vision/values workshop with senior leadership to inform the new approach.

Agency: Touchline





05 Athlete 365

Athlete 365 is an IOC initiative created by athletes for athletes to support them throughout their journey in sport, both on and off the field. I helped to develop the brand's tone of voice and rewrote all their website copy and have since helped out on projects such as the IOC Climate Action Awards.

Agency: Touchline

HAVE YOU BEEN PLAYING YOUR PART TO TACKLE CLIMATE CHANGE?

Apply for the IOC Climate Action Awards today.

International Olympic Committee **CLIMATE ACTION AWARDS 2023**

Presenting Partners

#MENTALLYFIT

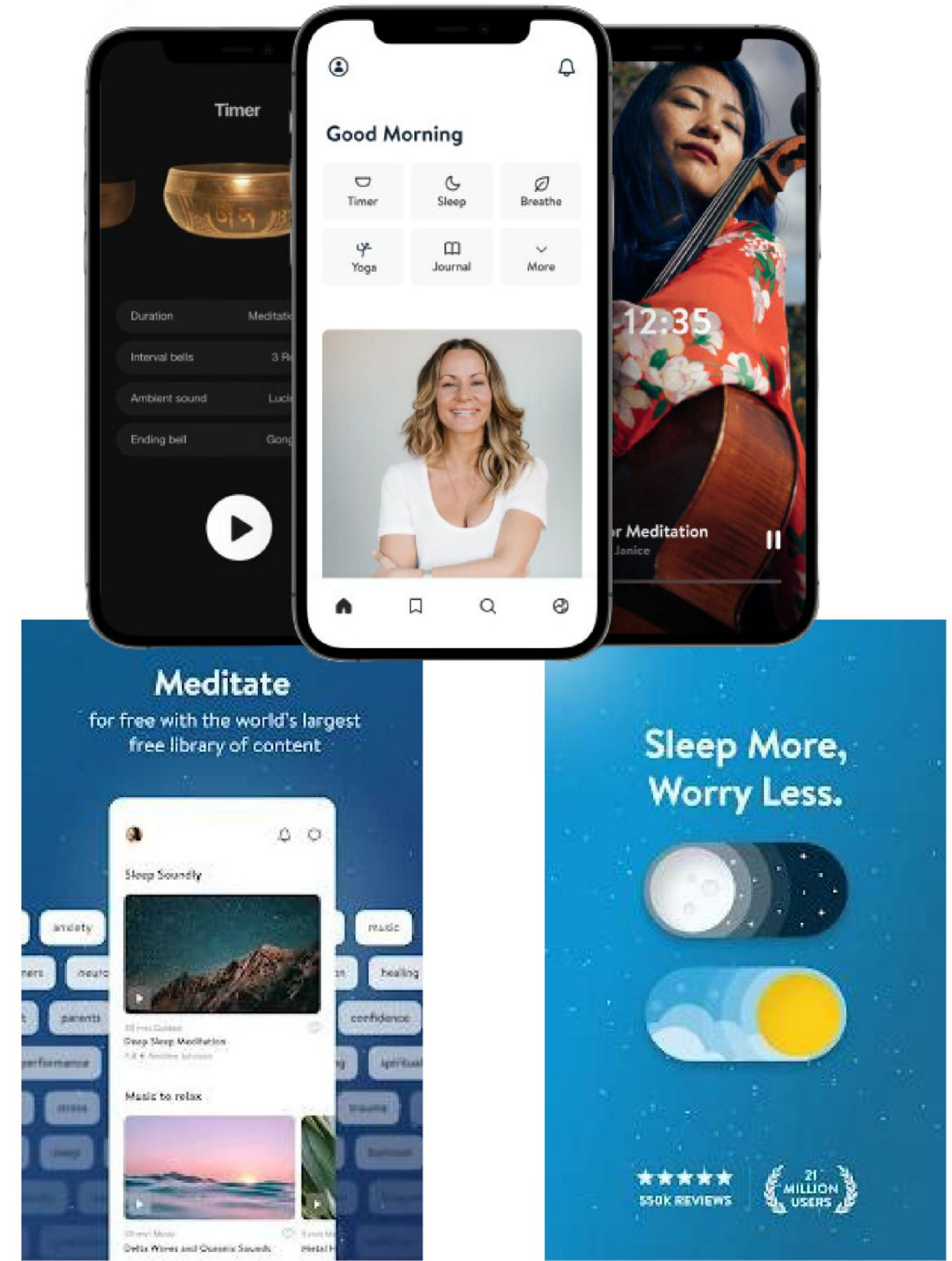
Your mind is just as important as your body. Not only is being physically fit a necessity, so too is it to be mentally fit.

ATHLETE365 PROGRAMMES



06 Insight Timer

The Insight Timer community is made up of 21 meditators worldwide. I created 2x email pathways for Insight Timer's 'learn to meditate' and 'improve your sleep' journey (10 emails each) to reach a global audience of new users. Each email had 2 x subject lines, pre-header texts, summary paragraphs and CTAs so that the brand could carry out A/B testing.





OTHER STUFF

01 - FULL CLIENT LIST

02 - WORDS THAT I WRITE

03 - QUALIFICATIONS

04 - ABOUT ME

05 - PEOPLE SAY



FULL CLIENT LIST*

*as of April 2023

Copywriting:

& Other Stories, ACCOR, ASICS, Aquascutum, Barclays, Booking.com, Bugaboo, Canyon, City Academy, Club Monaco, COMME des GARÇONS, Converse, eBay, The European Club Association (ECA), International Olympics Committee, INTERSPORT, LeasePlan, McArthurGlen, Nike, Nikon, Rimmel, Selfridges, Stylus, Tommy Hilfiger, tonies, Uber, UNIQLO

Conscious Marketing:

Accenture Development Partnerships, AMREF, Athlete365, Cartier Philanthropy, FairPhone, Grand Designs, Humanitarian Practice Network, IDH Sustainable Trade Initiative, Insight Timer, Mandali, Monsoon, OECD, Oxfam, Planet Care, The British Council, The Eden Project, The National Theatre, The Plastic Soup Foundation, TOMS, WWF

Agencies:

Anomaly, DARE Digital, Harriman Steel, MCI, Oliver, Rōnin, ...,staat, touchline, VCCP London



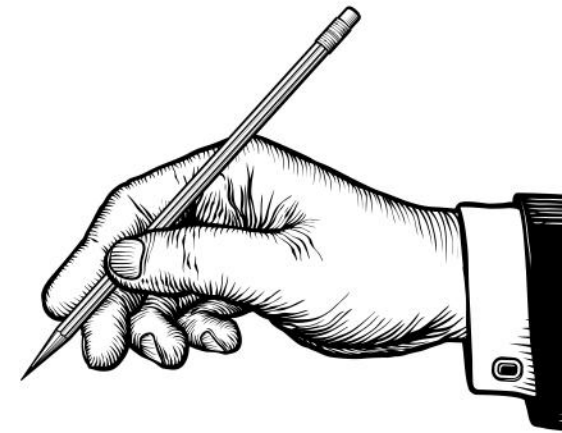
WORDS

THAT I

WRITE

and things that I do

- Academic writing
- B2B
- B2C
- Brand campaigns
- Digital (email, social, in-app, .com etc.)
- Editorial
- Out-of-home
- Playbooks
- Press
- Point-of-sale
- Poems
- Product copy
- Reports (annual, ESG etc.)
- SEO copy
- Speeches
- Storyboards
- Storyboarding
- Strategy documents
- Sustainability strategy
- Technical copy
- Tone of voice guides
- Video voiceovers
- Workshops (mission, vision, values, tone of voice etc.)



(and I've probably missed something...)



QUALIFICATIONS

BA in English Literature, University of Leeds | MA in International Development Management, University of Westminster | Diploma in News Journalism, London School of Journalism | Google SEO Fundamentals, University of California, Davis | D&AD Brand Voice & Creative Copywriting | Strategy and Sustainability Consultant, Accenture | Professional Coach in Transformational Coaching (ICF) | *Currently training in Corporate & Executive Coaching with The Coaching Academy*





ABOUT ME



- Originally from Oxford, UK.
- Studied in Leeds and then worked in London for ten years.
- Moved to Amsterdam, NL, in 2015 (thinking I would stay for three months).
- Love to: climb mountains (not so easy in the Netherlands), read books (especially fiction), listen/dance to/play music, write poetry (I've had several pieces published), travel to new places, eat good food with good friends, go to bed early (since 2019*).
- Have two small daughters (*first one born in 2019) who are simultaneously keeping me young and ageing me rapidly.
- I'm an introspective extravert and an impatient perfectionist. It's a ride.
- I make great tea (with milk, people, I'm English).



“Fast and efficient, Jo is a calm and elegant copywriter with an unexpectedly bold writing style. She has a unique talent to listen and understand what you need, translating jumbled thoughts into remarkable creative concepts.”
— Former Creative Director, Bugaboo

“Jo is always willing to get involved, share her point of view and deliver high-quality work on time. She is reliable, professional, and a joy to work with.”
— Global Digital Brand Director, Converse

“On first contact with Jo I already felt confident we would receive a good result. And indeed, we received creative and appealing content which matched perfectly with our expectation. I also appreciated the fast and easy communication and the way she further explored our rather simple briefing”
— Head of Brand Management, INTERSPORT

“Jo combines the rare qualities of being a great accomplisher, having attention to detail while being able to bring strategic vision and business maturity. She is one of the most talented and personable people I have worked with in my career.”
— Head of Sustainable Finance, UN Global Compact

“Jo is able to handle all types of copy requests – from snappy titles to in-depth trend analysis – with confidence, ease and positivity. Always friendly and engaged, Jo has a can-do attitude and I hope that our paths will cross again soon to work together once more.”
— Content Director, Stylus Media Group

“Jo delivered a superb and inspiring copywriting workshop to our team that resulted in a shared understanding of brand style and tone. Jo’s workshop was clear, simple and inspired real change immediately.”
— CEO, City Academy

PEOPLE SAY...



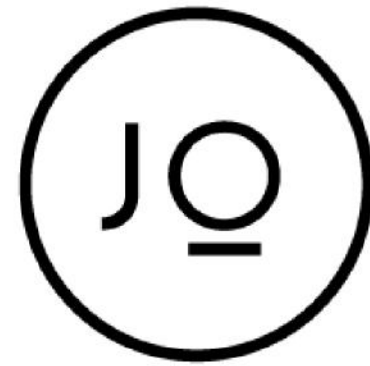


IF YOU'VE
MADE IT
THIS FAR...

...I salute you! Thanks for taking the time to look through some of my work.

If you'd like to talk more about how I can help you, please drop me an email at jo@jo-matthews.com.





WWW.JO-MATTHEWS.COM