

# Daniel Fowler

Creative copywriter with over seven years' experience in luxury and lifestyle. Proven forte for developing digital campaigns, brand guidelines, as well as CRM comms that connect and convert. Proficient in UX writing, SEO and generative AI.

## EMPLOYMENT

May 2025 — Present

### DIGITAL COPYWRITER | Virgin Media O2

- + Lead copywriter for homepage and checkout redesign project, resulting in 16,000 extra monthly orders and abandonment rates dropping by 22%.
- + Ran A/B copy tests across multiple touchpoints, including sale landing pages and checkout, refining based on user data and performance.

Mar. 2024 — May 2025

### SENIOR BRAND CONTENT COPYWRITER | PPHE Hotel Group

- + Developed cross-channel content for Park Plaza and art'otel websites, social media, digital campaigns and online newsletters.
- + Led CRM content strategy, helping grow YoY average newsletter revenue from £2050 to £5954 and doubling conversion rate from 2.1% to 4.1%.
- + Wrote a 32-page Tone of Voice guide for art'otel and led copy workshops to train 50+ team members across Europe for its launch.

Sep. 2023 — Mar. 2024

### BRAND COPYWRITER | John Lewis & Partners

- + Produced copy for homepage, email, social and in-store marketing.
- + Lead creative for high-profile campaigns, including Valentine's Day, Easter and Spring/Summer 2024 Home collection.
- + Worked closely with graphic designers and local teams to review and refresh copy on product packaging across home and tech.

Jul. 2018 — Sep. 2023

### PRODUCT COPYWRITER | John Lewis & Partners

- + Wrote engaging, customer-friendly copy for product descriptions online.
- + Successfully collaborated with buying and trade teams to deliver high-profile brand launches for Apple, Samsung, adidas, On and Peloton.
- + Piloted Textual AI tool to generate on-brand product copy for 60,000 SKUs across fashion, cutting lead times from seven days to five.
- + Managed and led online audits, examining product descriptions for inaccuracies and errors to ensure an optimised customer experience.

## EDUCATION

Sep. 2014 — Jun. 2018

### BA PHILOSOPHY & HISTORY – University of Southampton/Universität Wien

- + Achieved a 2:1 and the highest grades possible whilst studying in Wien.

## PERSONALITY & SKILLS

- + Positive person 83% of the time.
- + Have been told I have 'Golden Retriever' energy by four different friends.
- + Obsessive F1 fan. Fairly consistent gym-goer. Fairly inconsistent runner.
- + Good under pressure. I see this as is a skill, not a personality trait. I wasn't born with it; it's something I've learnt.