

Daniel Fowler

Creative copywriter with over six years' experience in B2C content. Proven forte for developing brand campaigns, tone of voice guidelines and writing copy that connects and converts. Proficient in UX writing, CMS, SEO and creative ideation.

EMPLOYMENT

Mar. 2024 — Present

BRAND CONTENT COPYWRITER — PPHE Hotel Group

- + Created cross-channel content across websites, social media, digital campaigns and online newsletters for Park Plaza and art'otel properties.
- + Increased YoY average newsletter revenue from £2050 to £5954, doubled CTR and helped grow conversion rate from 2% to 3.5%.
- + Wrote feature articles, conducted interviews and provided editorial feedback for in-house magazines published across Europe.

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 in-store electrical design.
- + Worked closely with graphic designers and local teams to review and refresh copy on product packaging across home and tech.

Jan. 2019 — Sep. 2023

DIGITAL COPYWRITER — John Lewis & Partners

- + Wrote engaging, customer-friendly copy for product descriptions online.
- + Successfully collaborated with buying and trade teams to deliver brand launches for Apple, Samsung, Peloton and AllSaints.
- + Organised and led in-house tone of voice workshops for a team of 15 copywriters, helping develop copy and content guidelines.
- + Created SEO-optimised articles for the Homes on 4 marketing campaign, resulting in £4m+ of sales and a 12% YoY increase in organic home traffic.

Jul. 2018 — Jan. 2019

PRODUCT ASSISTANT — John Lewis & Partners

- + Managed and led online audits, examining product descriptions for inaccuracies and errors to ensure an optimised customer experience.
- + Prepared 40+ products daily for online publication, communicating with internal and external teams over any issues with brand representation.

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.
- + Editor for the Southampton Journal of Undergraduate History.

PERSONALITY & SKILLS

- + Positive person 83% of the time. Have been told I have 'Golden Retriever' energy by four different friends.
- + Somewhat knowledgeable about Formula 1 and tomato growing.
- + 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.