



Sarah Mullaney

COPYWRITER, POET AND CREATIVE

PERSONAL PROFILE

I write things that make people feel. By day it's charismatic copy that dances off the page and drives the reader to take action. In my free time it's poetry written from the heart that everyone can relate to, available on [@shesawriterblog](https://www.shesawriterblog.com) and featured on BBC WM. Whatever I'm working on, everything I do is underpinned by creativity, compassion and curiosity.

WORK EXPERIENCE

Freelance Copy and Content Writer

She's a Writer | Aug 2017 – Present

By combining my love of language with a curious mindset and resourceful nature, I help clients express themselves in the best possible way. Whether I'm writing digital copy for the web, emails and social, or traditional print like brochures and press releases, I use clever copy to get people talking about businesses like yours.

I've written for a range of B2B and B2C brands across industries including manufacturing, architecture, commercial cleaning, beauty and retail. Clients have included: Glow Nails & Beauty, Lawrence Cleaning, Charles Bentley and Gunning Marketing.

Senior Marketing Executive – Communications & Content

RPS | November 2020

As the Group's only copywriter, I was tasked with researching and developing compelling content to support ongoing marketing campaigns. This included conducting interviews with subject matter experts, writing news stories and crafting key messages for social media.

Copywriter

RBH Creative Communications Ltd | Aug 2018 – Aug 2020

At RBH, I wrote everything from social copy that packs a punch through to longer-form, insight-led pieces for the agency and all its clients. Highlights included writing the script for Birmingham Airport's 80th anniversary video, as well as working on creative to raise awareness for youth support charity, Young People First. Other clients included Church End Brewery, JTL Training, PEUGEOT (Retailer Marketing), Wacoal Europe and Young British Designers.

Copywriter

One Black Bear | Nov 2016 – Aug 2018

My first glimpse into the world of advertising. I crafted travel and tourism copy for National Express across CRM, blogs and social, as well as press ads, leaflets, radio and out-of-home. Highlights included writing my first radio script and seeing my first 48-sheet billboard displayed in Birmingham City Centre. Other clients included St Basils and Triton Showers.

Copywriter

Marketing Assistant

IceBlue Marketing & Design Ltd | Jun 2014 – Nov 2016

I started IceBlue as a Marketing Assistant and within one year progressed to become the agency's only copywriter. This was when I really learnt my craft by writing for industries including financial services, B2B networks, automotive, tourism and food and beverage. I also did event marketing and assisted with monthly breakfast meetings. Clients included Bevan Group, Pershore Brewery and Riverside Shepherd Huts.

CONTACT ME AT



07527761970



shesawriterinfo@gmail.com



www.shesawriter.co.uk



[@shesawriterblog](https://www.instagram.com/shesawriterblog)



[linkedin.com/in/sarahmullaney](https://www.linkedin.com/in/sarahmullaney)

SPECIALISMS



Copywriting



Tone of Voice



Brand Development



Digital Marketing



Blogging



Poetry and Creative Writing

EDUCATION



Google | 2020
Google Search Certification



The IDM | 2014 – 2016
Professional Diploma in
Digital Marketing (achieved
with Credit)



Old Swinford Hospital | 2012 –
2014
A Levels: BBC



Redhill School | 2007 – 2012
GCSEs: 8A*s, 3As and B at AS
Level