

# Katherine Stallworthy

Copywriter. Proofreader.  
Dog Lover.

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## FREELANCE ENGLISH COPYWRITER AND PROOFREADER In a nutshell



I am a versatile copywriter with an eagerness to work hard and to my full potential. With over eight years of experience, I have gained a meticulous understanding of various copy capacities. As a highly enthusiastic and quick-thinking individual, I love delving into a range of projects. My aim is to breathe life into my copy with targeted and relatable content and to continue to create positive business results. On both a personal and professional level, I enjoy a busy and challenging environment. Expert in:

- Optimising for SEO
- Research
- Website Copy
- Flyers and Social Media
- Advertising
- Business Plans

### Education



**MA English Literature and Culture, Pass.**  
University of Amsterdam. 2016 - 2017

**BA Creative Writing with English Literature, 2.1** Kingston  
University London. 2009 - 2012

**A Levels, Bury St Edmunds County Upper School.** Media Studies (B), English Language and Literature (C), Geography (D).  
2004 - 2006

**AS Levels, Bury St Edmunds County Upper School.** General Studies (B). 2004 - 2005

**GCSEs, Bury St Edmunds County Upper School.** 2 B's and 9 C's.  
2002 - 2004

### Skills



**Writing.** Creative. Political. Marketing. Press Release. Online. Copy. Proof.

**Research.** Market. Promotional. Educational. Competitor. Business.

**Communication.** Social Media. Written. Verbal. Business. Interpersonal.

**Management.** Time. Project. People. Organisational. Role. Budget.

**Relationship Building.** Client. Governmental. SME. Colleague. Artist.

### Don't just take my word for it



**Julian Jay Roux. UK Editor and Copywriter Services Manager, Spotzer, Amsterdam**

"Katherine is a great SEO copywriter. We make websites for a diverse range of SMEs - ranging from large industrial B2B companies to small high street shops. Katherine is able to perfectly adjust her tone of voice and style of writing to align with the brand of the client - and really sell the unique value of their products and services to their audience. Her copy is always unique, dynamic, engaging, and convincing. I would highly recommend Katherine for any SEO or copywriting role."

**Dan Gobio. Bar Manager, Ophelia Theatre, London**

"Without Kate the business couldn't have developed its reputation as a multi-function venue. Kate built excellent relationships with theatre groups, promoters and clients from our launch and with amazing initiative and administrative skills completed any task that was thrown at her to ensure contracts and events ran smoothly. She worked excellently under-pressure and never hesitated in taking immediate action when it was necessary. She's a hard-working, kind, lovely person and a pleasure to work with."

### What about me?



I live with my boyfriend and our rescue dog in Amsterdam. At the weekend, we love to go exploring and walking with Archie (our dog). He was a stray found by Battersea dogs and cats home in London, and he travelled to live in the Netherlands with us. I recently managed to obtain my Dutch passport, which means I am officially European again. For a while, it looked like Archie would be the only one safe after Brexit, seeing as he was issued with an EU passport when we moved here from the UK!

I love to read, which in turn helped me discover my love of writing. My parents instilled a passion for Shakespeare in me from a young age, which created my appetite for theatre. I love to read anything and everything in my spare time, from novels to poetry to the Sunday morning newspaper! From my love of reading, I have developed an appetite for politics, and I genuinely believe that knowledge is the key to ending political ignorance.

Take a look at my website and website content portfolio:

[www.katestallworthy.com](http://www.katestallworthy.com)

### Experience



**1 Freelance Copywriter and Proofreader, Spotzer Media Group. Amsterdam. September 2017 - Present Day**

Responsible for writing and editing website copy for thirty partners worldwide. Spotzer is a global leader in innovative digital marketing solutions and products for Enterprise businesses who need problems solved for their small and medium-sized business customers. As one of their copywriters, I help produce creative and effective website copy for their clients to enhance their business online. Since working with Spotzer, my copy scores within the company have maintained a steady rise and have moved on to Wordpress websites.

**Optimised copy skills:**

- Making sure each copy job is optimised for SEO
- Creating compelling copy whilst including necessary keywords and locations
- Maintaining a tone of voice for the nature of the business
- Creating copy that reads naturally
- Applying a level of detail to reinforce user experience
- Enhancing the business with unique selling points
- Project management from initial brief, through to copy and proofreading
- Sustaining correct spelling, grammar, and punctuation
- Research of various business expertise and working within tight deadlines

**2 Masters Student, University of Amsterdam. Amsterdam. August 2016 - August 2017**

I have completed my Masters degree at the University of Amsterdam in English Literature and Culture. I chose this course to further my literary skills, but also to understand the idea of literature within culture as I have a huge passion for politics.

**Optimised copy skills:**

- I was able to write about things I loved, but also challenge myself with subjects that allowed me to push my literary boundaries
- Substantial research throughout the year of study
- Developing my literary skills
- Crafting my technical writing across various cultural topics
- Creating compelling and convincing conclusions
- Considering the best way of communicating my ideas persuasively
- Furthering my understanding of the English language
- Integrating my knowledge with new teachings
- Communication between other students and my tutors
- Making complex topics comprehensible

**3 Registration Administrator/Officer, RCVS. London. June 2015 - May 2016**

Before moving to Amsterdam for my MA, I worked as an administrator in the registration department at the Royal College of Veterinary Surgeons. It was a busy department, with a heavy workload and frequent deadlines to adhere to. I was the first point of contact for registering Vets and Nurses, including all other enquiries from members. My roles were to maintain the register by updating the database records in line with the RCVS standards. I created invoices and assisted with financial enquiries as well as registering veterinary practice premises. I was given the role of managing the upkeep of the Find a Vet website, accessing the back end of the site ensuring that the online Vet and Practice search was up to date and valid.

**4 Theatre Manager, Ophelia Theatre. London. February 2013 - December 2014**

I set up Ophelia theatre from a building site into a fifty-seat fringe theatre, music and comedy venue. As a new venture, the budget was small so I took on much of the roles, including literary manager. This role gave me the opportunity to refine my writing skills. I was extremely proud of this project and the success it became, but I unfortunately had to leave this job as sadly my mother became terminally ill and passed away.

**Optimised copy skills:**

- Writing the business plan for the Ltd company and presenting it to the council
- Producing the marketing pack, contracts and press releases for every client
- Organising the finances
- Daily communication with theatre companies and artists to brainstorm visual and copy ideas
- Understanding user experience to enhance the business
- Proofreading scripts sent in by companies
- Maintaining the website and social media

**5 Theatre Intern, Courtyard Theatre. London. August 2012 - February 2013**

This internship was initially on a three-month contract, but was extended to six months. I reported directly to the Theatre Manager and worked within a small team in a very busy and challenging environment. The first three months consisted of office work, which developed into a more creative copy role.

**Optimised copy skills:**

- Managing website and social media updates
- Organising and managing research tasks
- Working closely with producers when creating their marketing plan and strategies
- Creating compelling flyer and press copy for various audiences
- Maintaining an efficient response to email enquiries



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