

# TIM PRICE

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Tim is an outstanding copywriter and editorial specialist with extensive experience working with multiple high-value clients across industries. Tim's writing and communication skills allow him to produce compelling copy that is accurate, tone-specific, and always driven by activating audience response.

## KEY EXPERIENCE

- **Freelance Copywriter:** INDIBA Medical Devices et al. Jan 2021- Present
- **Senior Copywriter:** Zebra People + HW Global Talent Partner Feb 2021 – Aug 2021
- **Freelance Journalist:** KCW London Today Aug 2020 – Feb 2021
- **Media Consultant:** The RadCon Group Jan 2020 - Aug 2020
- **News Executive:** Cision Global Insights April 2017 - March 2019

(Earlier experience available on request)

## KEY SKILLS

- **Copywriting:** Writing all forms of copy, including blogs, whitepapers, articles, social media posts, emails and much more, to a very high standard for many full-time and project-only clients in both B2B and B2C capacities.
- **SEO:** Using SEO best practices and tools to edit a variety of digital content to rank highly in search engines.
- **Journalism/Editorial:** Working with multiple stakeholders to produce a broad range of articles, features, and interview pieces for online and print publications and businesses, considering the tone of voice and editorial style of each organisation.
- **Marketing and PR:** Working collaboratively in teams to develop and execute marketing campaigns, including conceptualising ideas to drive KPIs such as click-through rate.
- **Communication:** Liaising with journalists, companies, press offices and high-value individuals to achieve the goals of freelance and full-time projects.
- **Social media:** Creating strategies and content schedules to raise brand awareness and grow followings across social media platforms. Writing high-performance social media copy for Instagram, LinkedIn, X and Facebook.

## CAREER DETAILS

### Freelance Copywriter- INDIBA Medical Devices

**Responsibilities:** Fulfilling copy briefs for all marketing channels of the brand. Working to define the tone of voice and brand values of INDIBA to establish a consistent and recognisable editorial style to increase customer-brand recognition and retention. Writing first-class communications and marketing materials, as well as proofreading existing copy. Working with the INDIBA marketing team to boost content performance and improve conversion rates. Writing multiple CEO scripts and presentation copy for GSM conferences.

### **Achievements**

- Increased customer engagement by creating new marketing materials that grew home page traffic by 11%.

- Helped to define the INDIBA UK brand tone of voice and editorial style, bringing more consistency to B2C communications.
- Created a new marketing campaign on pelvic health, which helped to grow sales of specific pelvic health medical devices by 20% compared to the previous year.
- Wrote the entirety of the copy which was used for the company's new 'My INDIBA' app, which is now one of the key customer conduits for the business.

### **Senior Copywriter: Zebra People + HW Global Talent Partner**

**Responsibilities:** Coordinating content schedules with the principal stakeholders of the award-winning recruitment consultancies Zebra People and HW GTP to maximise visibility and ROI from B2C and B2B content. Producing a wide variety of materials, from social media posts to case studies to long-form digital articles and marketing emails, communicating the ideas and successes of these consultancies to drive leads and traffic.

#### **Achievements:**

- Contributed to a 15% increase in click-through rate by producing highly effective content in the first three months of being in the role.
- Wrote the diversity and inclusion section of HW Global's new business proposal pack, which is now used company-wide.
- Created a landmark white paper on the subject of sustainability in business with input from the Chief Sustainability Officers of Nike, eBay, Nestlé, Pepsi Co and GSK.

### **Freelance Journalist: Kensington Chelsea Westminster Today**

#### **Responsibilities:**

Creating a range of content for the newspaper's online and print editions, covering topics from Brexit to social care to COVID-19. Interviewing sources and liaising with editors and the team at KCW to deliver captivating stories written with accuracy and detail.

#### **Achievements:**

- Produced varied and engaging stories to tight deadlines.
- Interviewed oncologists, CEOs, celebrities and Thinktank leaders.
- Wrote the pitch to win a new stockist client - Sainsbury's.

### **Media Consultant: The Radcon Group**

#### **Responsibilities:**

Providing guidance to the CEO of the Radcon Group focused on media monitoring tools and copywriting techniques. Assisting with the development of a new job search news service. Assisting with the maintenance and development of the 'I Got Hired' website and social media channels. In addition to editing internal and external emails, events copy blogs and marketing copy.

#### **Achievements:**

- Oversaw an increase in RadCon's online service users by 5%.
- Assisted with the acquisition of a new client - Estée Lauder, by editing the business proposal.
- Worked with the CEO to build a new research-based proposition that generated 17% of total revenues in its second month.

## **News Executive: Cision Global Insights**

### **Responsibilities:**

Researching and assimilating news content from extensive international sources to create specialised media analysis reports and newsletters for a range of automotive clients. Being project leader and primary news executive for the Bentley Royals news project, working closely with Bentley Motors.

### **Achievements:**

- Expanded the Bentley account to create a new specialist project, increasing account revenue by 40 %.
- Part of the team which won AMEC's "Grand Prix for the Most Effective Media Intelligence, Research & Insights Company Campaign 2017."

## **EDUCATION**

**Degree:** 1<sup>st</sup> Class BA Hons in Journalism.

**University Education:** The University of Lincoln (UK).

**NCTJ Qualifications:** Teeline Shorthand, Journalism Law, Politics and Public Affairs.

**References by request**