

## **Scott Roberts**

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### **Profile**

- Experience as an in house copywriter.
- Strong interest in creative writing across multiple platforms.
- Experience in starting and running own business.
- English BA from a leading Russell Group university.
- Equipped with a desire and ability to quickly learn and adapt to new skills.

### **Education**

I achieved a 2:1 BA within English at Queen Mary University of London. My degree was a modular course in which I chose to focus on modern theories of literature with my dissertation project investigating masculinity in the work of Ian McEwan. From my degree I gained essential skills in building and communicating cohesive arguments, managing large research projects and great time management with multiple deadlines and projects to organise.

### **Work History**

Primrose, Copywriter, March 2019 – Present

Working within a team of copywriters I write and edit content across the company site in the form of product pages, blogs, email campaigns and landing pages. A few of my achievements within this role are below:

- Successfully launched an average of 400 product pages a month
- Contributed to new processes that saw a 38% increase in team output
- Helped coordinate the launch of a category with over 100 new products which now earns the company a weekly turnover of at least £5k
- Written for bespoke customer personas across a range of 16 different categories
- Written content for bespoke customer profiles to better target copy for Primrose customers
- Created individual Google sheets to ensure more detailed briefing of products
- Created a concatenation cheat sheet to speed up the coding of product pages

DHL, Transport Planner, June 2017 – February 2019

This role had various KPI's that had to be met on a daily basis. Daily loads exceeding quantities of 100 tonnes, had to be organised into coherent groupings and routes in order to maximise vehicle utilisation, driver time and fuel costs. This must be done accurately throughout the day alongside a number of administrative duties.

SwiftLit, Company Manager, April 2017 – August 2018

Seeking more involvement in the book trade I launched my own business in September 2017. I traded officially for 10 months and operated with a consistent customer base. Every month subscribers received a newly released work of paperback fiction alongside some author exclusive content. Being a sole trader within the company, everything from the logo design to the product procurement, social media and fulfilment was completed by myself. I learnt a great deal from establishing and running the company as an individual.

Waterstones, Bookseller, September 2016 – June 2017

This was a role where I could fully enjoy my passion for reading and books in general. Driven by delivering exceptional levels of customer service this role involved dealing with customers throughout the day and engaging them in a Waterstones experience that kept them coming back to the stores.

Icon Books and John Blake Publishing, Intern, June - July 2016

I completed 2 months of internships with London publishing houses. These gave me a good insight into busy publishing houses and allowed me to explore a variety of skills. I was active in proofreading manuscripts, writing press releases, preparing social marketing campaigns and drafting outlines for bookplate inserts. These roles covered areas within editorial, production and sales.

John Lewis, Sales Assistant, October 2014 – February 2016

I worked with John Lewis in Westfield Stratford throughout my second and third year of university. Working across a few departments I developed some excellent customer service skills to meet the high standard expected of John Lewis. I also learnt a lot about company image by working with the marketing coordinator.

## **Systems Knowledge**

Microsoft Office, Google (Including G Suite and Keyword Planner), Google Trends, Oscommerce, SAP, Trello, Facebook, Pinterest, Instagram, Later, Hootsuite, Iconosquare

## **Certificates**

Google Garage 'The Fundamentals of Digital Marketing'  
LinkedIn Learning 'Foundations of SEO'