



Natalie North

Senior Copywriter

CONTACT

natalienorth.co.uk

Based in London

Eligible for work in UK/Spain

WORK EXPERIENCE

Creative Copywriter
Media Monks
2021-2024

Partnering with clients from Europe and the UAE, I translated strategic thinking into game-changing ideas and solutions, seamlessly managing a wide range of social-first briefs, pitches and projects.

By handling feedback with precision, driving momentum, and delivering storytelling that was bang on tone, we evolved from a small circle of creatives into a social media powerhouse rapidly earning lovability and credibility across the wider digital, data, experiential, and strategy teams.

SEO Specialist
Various Companies
2021

Working with smaller brands and businesses, I helped develop a cumulative process to optimise content (keywords, connection points etc) and outperform competitors.

This included creating and publishing blogs and guest posts on finance, tax, and business topics to deliver fresh and interesting information that resonated with everyday audiences.

Senior Copywriter
Say Hello Agency
2018 - 2021

As the sole copywriter on a talented team of designers, I played a critical role in crafting persuasive, production-ready work, with niche targeting for healthcare professionals, scientific, patient and client audiences.

As I grew in this role, I executed large, omnichannel campaigns across a spectrum of customer journeys and touchpoints, from direct marketing to retail activations.

Freelance Copywriter
Various Companies
2018

I gained experience as a Content Production Assistant for The Telegraph and built up a rich client base crafting content as an Editorial Copywriter for several influential fashion & retail brands.

Associate Copywriter
Biglight Experience Agency
2015-2018

Drawing on analytics, data, user feedback and user research, I assisted in the planning and delivery of commerce experiences, crafting simple words for complex platforms across multiple industries, markets and media.

My responsibility was developing a clear, editorial point of view for brands while pinpointing opportunities to improve user interactions.

PR & Marketing Intern
Heavy London
2015

Marketing Assistant
Crystalline Communications
2014-2015

Customer Service Agent
Boden Fashion
2014

INTERESTS

When I'm not chasing plot bunnies, I'm listening to podcasts, reading novels and walking everywhere.