

Natalie North

COPYWRITER & SENIOR CREATIVE

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Copywriter and creative strategist with a decade of experience specializing in *small words and bold ideas*.

PROFESSIONAL EXPERIENCE

Freelance Senior Copywriter

San Francisco

May 2024 - present

Creative Copywriter, Senior

Media Monks, Madrid

September 2021 - May 2024

- Core member of the pitch team, leading work from the first brief to the final deck, and winning key accounts
- Partnered with senior leaders and cross-functional teams to turn complex business goals into clear brand opportunities
- Crafted messaging that made brands instantly recognisable, no matter the touchpoint
- Translated strategic insight into campaigns across TikTok, YouTube, Instagram, Facebook, Reddit, and Snapchat
- Supported performance and long-term growth across paid, earned, and influencer channels by grounding creative in behavioural insight
- Leveraged high-profile talent and creator partnerships to build mass-market engagement
- Wrote and guided the production of scripts across formats, from video to voiceover to radio
- Contributed to the growth of Media.Monks, named Adweek's first-ever AI Agency of the Year in 2023

SEO Specialist

Various Companies, Barcelona

March 2021 - August 2021

- Wrote and published articles and guest posts on technology and business topics to deliver fresh content that captured organic traffic and ranked highly on search engines
- Performed rigorous analysis of key metrics to inform strategic decisions and identify growth opportunities
- Reported regularly to clients, providing clear, actionable recommendations

Copywriter, Senior

Say Hello, London

December 2018 - February 2021

- Served as the sole copywriter on a multidisciplinary team of designers
- Led the content strategy for interactive consumer experiences including gamified elements and branded installations
- Delivered bespoke copy for packaging and multi-surface design
- Developed copy for retailer toolkits, sales decks, and educational guides to help improve confidence and clarity
- Solved unique challenges as creative resources and budgets shifted
- Managed end-to-end campaigns, reframing complex features and benefits into compelling reasons to buy

Freelance Copywriter

Various Companies, London

June 2018 - November 2018

- Gained experience as a Content Production Assistant for The Telegraph newspaper, supporting editorial workflows in a fast-paced newsroom environment
- Freelanced as an Editorial and Product Copywriter for several influential fashion and retail brands, delivering targeted, on-brand copy across e-commerce touchpoints

Copywriter, Associate

Biglight Experience Agency, London

October 2015 - May 2018

- Defined a clear editorial point of view for brands, aligning global guidelines with local strategic needs
- Developed in-depth guides and lifestyle content that advanced the brand mission and reinforced audience relevance
- Owned and sharpened messaging to drive adoption, trust, and long-term retention
- Partnered with data teams to integrate content seamlessly across e-commerce products, user journeys, and media
- Supported the positioning and go-to-market strategy for new products and features
- Tracked cultural and audience trends to help brands uncover new ways to build meaningful customer interactions

PR and Marketing, Intern

Heavy London, London

June 2015 - September 2015

- Collaborated with emerging designers to elevate brand storytelling and embrace business opportunities during key fashion weeks and events

Marketing Assistant

Crystalline Communications, London

December 2014 - May 2015

- Supported cross-functional teams in the planning and delivery of marketing and sales materials across telecom products and services

Customer Service Agent

Boden Fashion, London

August 2014 - November 2014

- Gave personalised inbound support for shopping-related queries and product advice

EDUCATION

2.1 BA (Hons) in English Lit &
Lang University of
West England, 2011-2014

AI / SOFTWARE

Google Workspace, Canva,
Claude, ChatGPT, Firefly,
Midjourney, SEMrush

CLIENTS

PIF (Public Investment Fund),
BMW, TikTok, Amazon