

Charlie Kitcat

Freelance Writer, Copywriter & Communications Specialist

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Self-motivated, flexible and versatile writer and copywriter with 5 years of experience with a wide variety of global clients and innovative start-ups across travel, tourism, sport, and sustainability. Proven expertise in creating high-quality written content across message development, press releases, blog writing, thought leadership and journalistic articles. I'm most excited when working in the travel space, using compelling, thoughtful copy to inspire people to visit overlooked destinations.

RELEVANT WORK EXPERIENCE

Fleishman Hillard UK, London (March 2021 – December 2024), Account Manager

Clients: Samsung Global, EA SPORTS FC, Icelandair, Changi Airport, UK Finance, General Motors, Salesforce, OPPO, JLL, The Travel Corporation, Refuge and FIFA

- Led global key message and copy development for **EA Sports FC's** award-winning rebrand, game launches and FC FUTURES initiative, including high-quality written content across priority brand messaging, releases, strategy, narrative, Q&As and briefing documents to help FC24 become the UK's best-selling game
- Authored messaging and social content for talent and executives to feature on LinkedIn, X, Instagram, and in press releases for **EA SPORTS, Icelandair, and GM**
- Oversaw thought leadership, newsletter rebrand and newsletter content as part of Sports Team
- Contributed to **Samsung's** successful product launch campaigns – including presenting Samsung's new tech to 450 global media at launch event in Paris – across foldable and wearable devices with on-the-ground coordination at global consumer tech events including MWC
- Coordinated global media strategy for **EASFC** launch events in London and Madrid, global interviews with Zinedine Zidane and game showcases leading to 500+ pieces of coverage
- Devised media strategies for corporate, creative and consumer campaigns for **Icelandair, General Motors, UK Finance** and **OPPO**, while building press relationships with major news titles
- Developed and executed creative campaign ideas across clients and prospective clients, including winning new business pitches and completing FH's Creative Apprenticeship Scheme
- Collaborated with senior company stakeholders including CEO, practice leads and marketing directors to coordinate and execute company rebrand with articles, videos and email marketing

Freelance Writer, Copywriter and PR Specialist (Sep 2019 – Present)

PURIFIED

- Developed TOV, website copy, social media and email marketing strategy for **PURIFIED**, a London-based sustainable resulting in hundreds of product sales at launch
- Created and adapted content to suit formats across newsletters, email and social media
- Built brand, PR and influencer strategy, organized London Craft Week event and secured product and founder features in global media outlets
- Lead communications team to enlist Prince William to wear PURIFIED shoes at Earthshot

Mighty Me

- Built blog, SEO and content strategy resulting in major web impression increase

Journalism

- Contributed travel articles to publications including **Daily Mail, inews** and **The Times**

Dell Boys Cricket Club (July 2020 – Present), Founder & Chairman

- Coordinate partnerships with global brands like **Kingfisher** and fundraising of £5k+ for **Mind**
- Manage social media (including viral TikTok) and PR with coverage in national publications

EDUCATION

University of Wisconsin–Madison, USA (Aug 2016 - May 2020), Bachelor of Arts in History & Strategic Communication [3.47 GPA]

SKILLS

Additional Skills: Microsoft Office | Google Docs | Wordpress | Google Analytics | MailChimp | Sharepoint | Canva | Roxhill | Ahrefs | Hubspot | Talkwalker | Video Editing | Chat GPT

Special Interests: Travel | Film | Music | World History | Cricket | Literature | Throat Singing