



# MARIE PENROSE

(OTHERWISE KNOWN AS LITTLE MISS CONTENT)

A CREATIVE MIND FOR HIRE

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## PROFILE

Hello.

The name's Marie, or **Little Miss Content...** whichever you prefer! I'm a London-based freelance copywriter and creative mind for hire that joins forces with SME businesses, marketing agencies, web developers, PR's and brands.

With a background in SEO and digital advertising, I have obtained various qualifications in media, marketing and journalism throughout my time in the industry.

For the past 6 years I have been actioning this insight, offering bespoke solutions to businesses of all sizes and sectors. I left my full-time job in an agency to work with clients on a more one-to-one basis and pride myself on customer satisfaction.

I thrive on writing copy that is able to convert customers. So, whether you're looking to develop a kick-ass e-magazine feature, launch a new business or start a revolution, I'm your girl.

## OBJECTIVE

My key objective is to help, advise and assist small and large businesses with their copywriting projects and social media campaigns.

## EDUCATION

2005 - 2010

Beaverwood School For Girls  
10 GCSE passes at A-C grades.

2010 - 2012

Orpington College  
Extended National Diploma In Media Print and Production at MMP.

## WORK EXPERIENCE

2009 - **WFCA Integrated PLC**

Sector: Advertising

Duration: 2 weeks

Duties/training included: Introduction to account handling, supporting the creative team in assignments, input to creative workflow sessions & studio shadowing.

## EXPERTISE

**COPYWRITING - BLOGGING - SOCIAL MEDIA**

Landing pages, direct mail, auto responders, product descriptions, web content, article features, guest blogging & ghosting writing. Specialising in fashion, beauty & lifestyle.

## PROMISE

If you **choose me as your copywriter**, I promise to always deliver to the best of my ability, do my part as a creative team member and dedicate myself to each and every project, completely.

# MARIE PENROSE

AN EXPERIENCED FREELANCE COPYWRITER

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## EMPLOYMENT HISTORY

### Little Miss Content

#### Founder & Chief Copywriter

2014 - To Date

Little Miss Content is a freelance team that provides copywriting and social media management services, among many other add-ons such as basic web design, software development and PR. As the founder, my duties range from project management to lead generation and everything in-between. My key job role however, is to produce copy in line with the brief provided or strategy designed/researched.

### White Hat Web Design

#### Freelance Copywriter & SM Consultant

Feb 2014 - Dec 2014

White Hat is a small web design agency made up of 4 in-house designers. I was employed as a full-time, freelance copywriter and social media manager to assist in the creation of website copy and maintain/optimize social media accounts. This role was client-facing and highly demanding, with turnaround and deadlines often being shortened. I learnt how to work well under pressure and was responsible for all research, editing and proofreading stages.

### Broadplace Advertising

#### In-House Content Writer

Oct 2012 - Feb 2014

I started at Broadplace Advertising as an apprentice but later secured a full-time position. I was trained as a digital content writer and given duties such as writing engaging SEO copy for various clients and updating social media pages. Everyday tasks ranged from product descriptions and web page content, to articles and blog posts containing relevant search terms or keywords.

## PROJECTS

### PERSONAL BLOG! 2014 - To Date

#### [Make Me Up Marie \(.com\)](#)

An authentic lifestyle blog and open journal covering fashion, skincare, makeup, mindfulness, happiness, food and health... this is *the* place for beauty fanatics and likeminded consumers to come together, receive unbiased, informative product reviews and share their own opinions, tips and experiences. My readership has a strong focus on budget beauty alternatives and love hearing about things they are yet to try!

### NEW BUSINESS! Launched July 2016

#### [The Get Better Box \(.co.uk\)](#)

Co-Founder, Copywriter & SMM.

## CONTACT

**Full Name:** Marie Penrose

**Trades Under:** Little Miss Content

**Freelance Day Rate:** £250

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**REFERENCES & SAMPLES AVAILABLE UPON REQUEST. REVIEWS & RECOMMENDATIONS CAN BE FOUND ON THE FOLLOWING PAGE.**

# TESTIMONIALS

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“Marie is very reliable and deadline-orientated: I have worked with her, as editor for her copywriting, on several different content projects, and she has always ensured her work is delivered on time, and to the correct spec.

Her enthusiasm for the work and willingness to take on new projects is also very much appreciated.”

- **Laura Henderson, Editor at Write My Site.**

“Marie is a very competent copywriter who consistently met both the quality and the deadlines we requested.

Her communication skills were good and she was one of our more reliable writers.

I have no hesitation in recommending her.”

- **Lisa Culshaw, Content Manager at Ninja Creative.**

“Marie is a talented and efficient content writer whom I have worked with on multiple projects and she has never failed to deliver. If you are looking for someone to enhance your content marketing strategy,

you should definitely drop her a line.”

- **Chris Hutchings, Head of SEO at Compare the Market.**

“We have an on-going relationship with Little Miss Content for my company One Tribe Apparel. She writes content for us and does a great job of capturing our brand voice and connecting with our customers.”

- **Ryan O'Connor, Co Founder of One Tribe Apparel.**

“I found Marie to be a person with a great thirst for knowledge and experience. She was fantastic to work with... Open-minded, smart, dedicated to producing quality copy and not shy of asking for honest feedback.

I wish her all the best in her writing career.”

- **Sarah Sharkey, Digital Marketing Executive at Avantia Group.**

“Marie is a very talented and hard working young professional with a great work ethic. During her time with us I appreciated her invaluable support with my international SEO and content strategy projects.

Marie is a very kind and concerned work colleague as she showed great interest and a sincere will to help interns and new starters to adapt and enjoy their new work place.”

- **Cristina Alisa, Apps Marketing Manager at Google Play.**

“Marie is an extremely talented writer whose dedication to crafting impeccable content is unsurpassed. Enthusiastic, confident, able to work on her own initiative and always willing to help out in any way she could, she was a fantastic asset to the team during her time with us.”

- **Ben Gallizzi, Content Strategist at RocketMill.**

“Little Miss Content proved herself a valuable member of the team be it related to photo shoots, production or admin. Her attitude was unfailingly positive and appropriate - she soon became indispensable.”

- **Adam Moore, Client Services Director at Twenty Twenty Media Vision.**