

# Jessica Spires

[Portfolio](#)

[Email me](#)

Creative with over 12 years' experience in copywriting, content and strategy across fashion, lifestyle and youth culture. I've worked with Converse, BBC, Peroni, Tommy Hilfiger, The Sims Vans, Dr. Martens, ME Hotels, Aviva, Red Bull and more.

## Full time

### Creative Lead @ [Depop](#) / 2021-Present

- Overseeing all copy and messaging across the business
- Creative direction/strategy of all social advertising
- Ideation and pitching on all campaigns

### Senior Copywriter @ [Depop](#) / 2019-2021

- Managing freelance copywriters
- Defining and guarding TOV across the business
- Copy for digital campaigns, billboards and TV/radio scripts

### Deputy Editor @ [Urban Junkies](#) / 2016-2019

- Pitching and writing articles for the platform
- Managed and planned editorial calendar
- Branded content pitching and creation for all agency clients
- Managed the editorial team to ensure deadlines were met

### Features and Social Editor @ [oki-ni](#) / 2014-2016

- Planning and posting across all social channels
- Writing long-form magazine features (trends, interviews)
- Management of paid social channels and reporting on ROI

### Copywriter @ [Browns Fashion](#) / 2012-2014

- Writing copy for all emails and features
- Pitching ideas for articles and social channels
- Managing the editorial calendar

## Freelance

### Brand/Copy Consultant

[Heat](#)  
2022

### Creative Strategist

[Vice+](#)  
2019

### Copy Editor

[Matches Fashion](#)  
2019

### Copy Editor

[Universal Music](#)  
2019

## In short, I'm really good at

