

Freelance Copywriter

Ross Lowe

Consistently creative.

Focused on results.

Fun to work with.

www.theenglish-copywriter.com



ROSS LOWE

Ross knows how to make words work.


From small businesses to global agencies, brilliant brands and household names, Ross provides copy that is crisp, compelling and effective.

Website content that converts. Short form copy that captivates.


Winning slogans. Insightful, meticulously-researched blogs.

Ross takes your story and makes it shine.

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Over the last decade I have worked for a number of agencies and individual businesses, delivering on projects including website content, SEO, blogs, branding and retail content. Here are some highlights:

SENIOR FREELANCE COPYWRITER

Since 2019

Agentur Gerhard, Berlin, Germany

Created SEO-driven blog content for a successful and high-profile German male lifestyle brand, in need of English content as they entered the US market.

- Researched and created a series of blogs on a specific theme, to generate content for both blogs and accompanying infographics, along with social media

Since 2018

The Media Group, Nottingham, UK

Created short and longer-form copy with SEO for blogs, webpages and social media.

- Developed digital content for The Football Association (FA) website, with focus on the FA Grassroots project. Content included web pages, awards content, YouTube descriptions and the creation of the name for the official FA Grassroots Podcast 'In the Box'

2016-2017

Greenlight Digital, London, UK

Provided in-house illness cover and then remote work for a big-hitting London agency, creating blog and online content for high profile brands.

- Developed and created blog content, webpage copy and infographic wording for brands including Millennium Hotels, Hiscox Insurance, Halifax, Currys and BGO Gaming

Since 2016

True Story Agency, Nottingham UK

Working in-house and remotely for one of the UK's leading retail and branding agencies, as part of the copywriting team.

Responsible for content strategies and creation, editing and proofreading.

- Clients worked with include Boots, DFS, Co-op, and Wilko
- Responsible for content for nationwide campaigns and customer-facing in-store branding

Since 2016

CWA Agency, Leicester, UK

Collaborated with CWA to provide digital and print content as part of isolated and continual campaigns, both on a UK and European basis. Responsible for content creation and editing for digital content, brochures, competitions and direct mail.

- Clients worked with include FedEx, Volvo and Saab
- Created web content for the FedEx sponsorship of the UEFA Europa League and FedEx Performance Zone, while also ghost-writing a blog for former Barcelona and Bayern Munich star Patrik Andersson for the UEFA Europa League website

PREVIOUS CAREER

Prior to working as a copywriter I worked in the TV industry, helping to create factual content in the fields of history, consumerism, food, live events and reality broadcasting.

2006 - 2014

Television Production, London, UK
Researcher and Assistant Producer

BBC, Talkback Thames, National Geographic, Optimum TV and others

- Programmes worked on include Crimewatch, Escape to the Country, Car SOS, Watchdog, Rogue Traders, The One Show, Bill Granger's Tasty Weekends, Regimental Stories and Hospital Heroes
- Duties included factual research, filming and editing, scriptwriting, sound recording, interviewing (over the phone, in person and off-camera) and developing stories.